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November, 1919

Electrical Merchandising

Vol. XXII, No. 5

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for the man who fishes -
DURADUCT
- that's all

F. M. FEIKER
Editorial Director

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

O. H. CALDWELL
Editor

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ON THE WIRE WITH THE EDITORS



Another "Strike Issue" of Merchandising

THE strike conditions in the New York City printing trades which delayed the October issue of **ELECTRICAL MERCHANDISING**, have made it necessary to continue printing the paper in an out-of-town shop. This number is produced in the same excellent plant which, together with its skilled compositors and pressmen, responded so whole-heartedly to our call for help in getting out the October number. Without this painstaking and friendly co-operation by both management and men, we would have faced a real problem in thus bodily transporting a 225-page, 12,000-run magazine to a strange shop nearly a night's ride from our home office, and there producing a delayed issue in record time.

Like **ELECTRICAL MERCHANDISING**, each of the other magazines in the McGraw-Hill group is now being printed out of town; some in the East, some in the Middle West, and one, a mining journal, as far away as San Francisco. But each is back on a publishing schedule once more—evidence in plenty of the fact that production of a needed commodity or service cannot be blocked by the defection of any self-centered group who set out to attain their own ends by obstructive rather than constructive tactics.

An Organized (!) Industry

THE "headache" in three colors and thirty-four reels, on the next page, is the outcome of an innocent question by a foreign visitor to **ELECTRICAL MERCHANDISING**'s office.

In his guileless way, he asked us if we wouldn't show him, by a rough sketch, the various organizations in the electrical industry in the United States and their functional relationships to each other. The further we got into drawing the diagram, the more absorbing we found it to trace the mutual interests of the several

groups—and so we have decided to share our joy with our readers. We therefore submit it to you, good friend, if only as a puzzle exercise for rainy afternoons.

We do not insist that this chart is accurate. In fact, each person who has seen it has pointed out six or eight errors. And, after correcting those, the next man approached has invariably found six more. So, gentle reader, if you are good at it, you may find seven or eleven, but at least, we feel sure, you will have a clearer notion of the organizations in this organized industry of ours—and will also have acquired some food for thought!

Financing Time Payments

ELECTRICAL MERCHANTS who have wanted to get a frank and independent analysis of the various plans offered for financing time-payment business, will find particularly valuable the article in this issue by Stanley A. Dennis, associate editor of *Electrical Merchandising* and formerly director of the bureau of business research of *System* and *Factory* magazines.

This is the second study in the series by Mr. Dennis. The first article, in the September issue, explained the financial plan offered by the Morris Plan Banks for the sale of house-wiring contracts or appliances on time payments, and told just what steps the contractor or dealer need take in order to put the plan into operation. This second article covers in like manner the plan offered by another of the financing companies which are now active in the retail electrical field. Articles covering plans of other companies will appear in later issues.

Since the September issue reached its readers, requests for information on time payment plans and methods have come to the editors by mail, personal interview, telephone, and telegraph. Such interest is clearly significant of the newly aroused determination of the electrical retailer to push his time payment sales to the limit.

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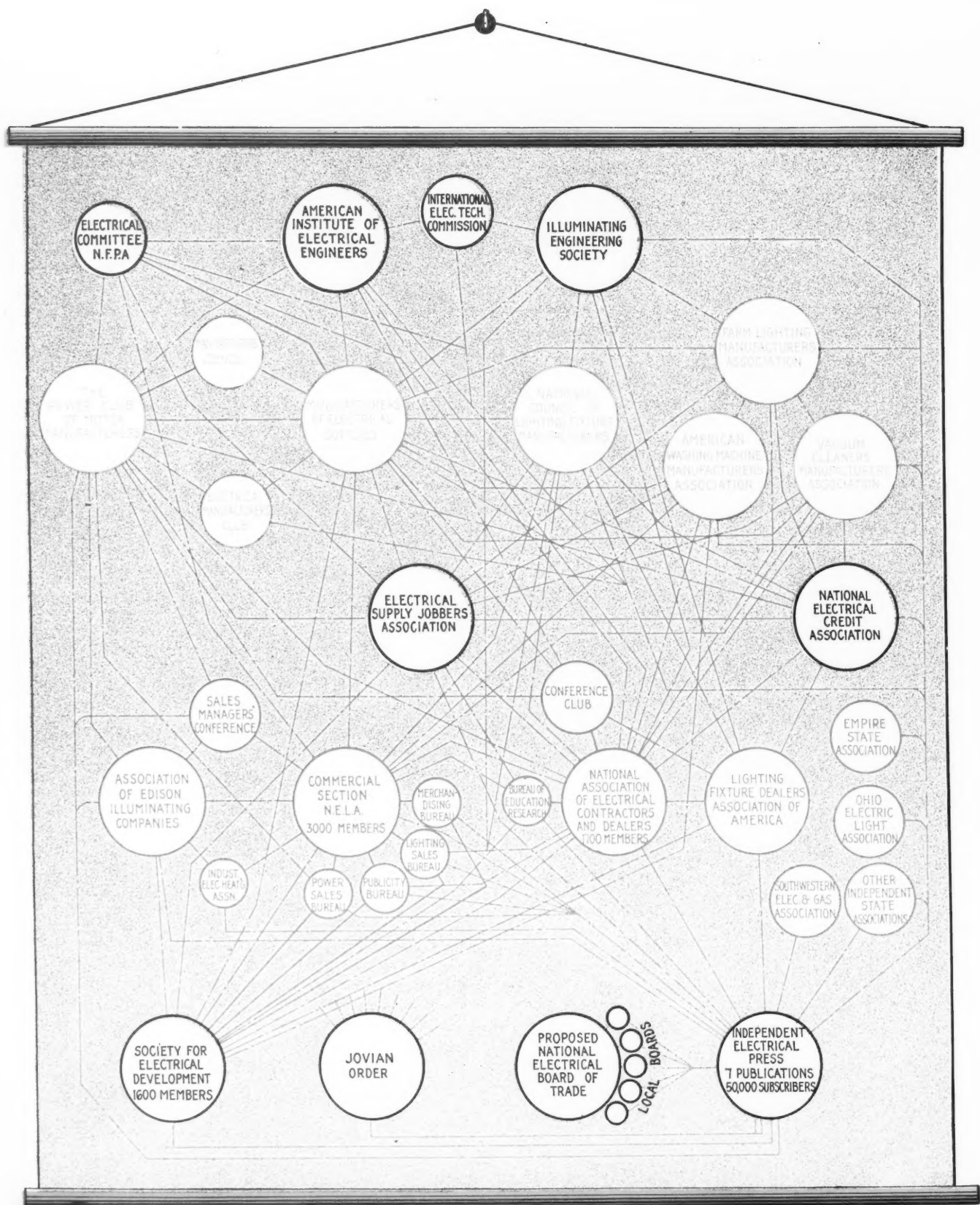
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"DO IT ELECTRICALLY"



An Organized (?) Industry—Food for Thought!

Organizations of manufacturers are shown in red, organizations of retailers in blue, and all others in black. As explained in more detail on the preceding page, the chart is not intended to indicate official relationships between the bodies, but to suggest lines along which individual members have common or mutual interests, and hence the lines along

which—for greater efficiency in the industry and economy for the public—co-operation might properly be carried on—as, indeed, has already been done between certain associations, bureaus, and committees, as ELECTRICAL MERCHANDISING'S readers know. The paralleling of functions of existing organizations is, however, food for serious thought!

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

With which is incorporated ELECTRICAL MERCHANDISE

Vol. 22

November, 1919

Number 5

Good-will Toward Men

A Christmas Editorial

WE THINK of good-will as something coming in—something to be caught, nursed, furbished and scheduled among the assets. Yet that thought is quite contrary to the well-known Christmas phrase, "Good-will toward men." Which suggests that perhaps most of us have been looking at the thing from the wrong end.

Good-will is something to render, not a thing to hoard. It is something we get by giving. It is, in the last analysis, a reflection as in a mirror.

At this season, and particularly this year, it is fitting that we examine that reflection candidly. What does it show?

Does it show us to be a part of this price-boosting, short-changing, tricky, arrogant, pay-and-be-damned class of merchandisers whose puerile excuse is that "everybody's doing it"?—or are we level-headed enough to realize that present conditions are but a passing hysteria, and that clean policies are needed now even more than normally?

Are we become manikin kaiserlets, drunk with a pygmean power and wresting pennies from helpless buyers?—or are we still clean-handed, American merchants?

Are we, in short, forgetting all about good-will in this mad, sad scramble for instant gain?

We believe the season of "peace on earth, good-will toward men" is a fitting season to ask ourselves, and honestly answer, these questions.

* * *

A MERCHANT'S expression of good-will toward men begins with his newspaper advertisements and carries through every step in his business—it is to be found in his display window, his store arrangement and upkeep, the performance and amiability of his employees, the fairness of his prices and the openness with which these prices are marked, in his attitude toward the ignorant and toward complainants, and the underlying policies of his house.

Each of these can, and should, express "good-will toward men." And it is because they express good-will toward men that they contribute, even in these days, to the upbuilding of that commercial good-will which the masters of business properly count as their most valued asset.



Louis Kalischer began business as an electrical contractor back in 1905. He had saved up \$90; of this he gave \$50 to his wife and invested the balance in his new venture. Last year his firm did a contracting business of \$250,000. Kalischer has also been an indefatigable worker in the contractor-dealer movement. When he opened his new store he asked Mr. Goodwin for one of his photographs for his desk. It came, and on it was inscribed: "To L. K.—So that I may always be present with the most progressive and faithful contractor-dealer I have ever met.—W. L. G."

“Why I Opened a Store”

The Story of Louis Kalischer of Brooklyn—His Personality,
His Progress and His Plans

By EARLE E. WHITEHORNE

FOR a good many years I have been hearing of Louis Kalischer—an electrical contractor in Brooklyn. I heard about his organizing the contractors of his town into a working association a long while ago. I heard how he had tied the seven contractor's associations of New York and Brooklyn together under a general executive committee of which he was later elected chairman. I heard how he almost worked himself to death over the Liberty Loan and raised thousands of dollars personally for the electrical division. I heard him talk turkey to the central station men in Atlantic City last June.

And now I heard that he had built a new building and opened an electric store. I had never met him, but it seemed to me that it was time. Here was a man that more of us should know about. So I

made a date with Louis Kalischer and called on him in his new store. It was an interesting experience.

Louis Kalischer never had a store before. He had never attempted to work up retail sales for his office, as most contractors do. He was a contractor. He had never gone in for merchandising. But suddenly he decided that he ought to have a store. So he bought a lot on Livingston Street, where the Brooklyn automobile trade rolls by, and he built a store—in spite of these high-cost times—a building that provides one of the most interesting and appealing little electric shops in the country and, above it, attractive offices for the engineering contracting firm of Louis Kalischer, Inc.

We looked it over, and we went to lunch and I asked him to tell me why he had done it. And here's the story. It starts back many years ago.

LOUIS KALISCHER was born in Brooklyn. His people were poor and as soon as he was old enough to make a little money to help along, he had to go to work. First he ran errands and delivered goods after school for small stores. Then he had to quit school altogether at an age where most of us were just really getting started. He began then, a series of different employments that for variety beats anything I ever heard.

For, young as he was, there was a fixed idea in Kalischer's mind that he couldn't waste time on any job that wasn't going to pay. Time after time he walked into some store or shop or factory and asked for a job—any job—and got one—for he must have been a keen looking youngster. Then he deliberately looked around and tried to find out what the men ahead of him were

being paid, and what the future looked like there. If he found that the man ahead was paid too small a wage to promise him a quick advancement, he simply quit—sometimes in half an hour. If the pay looked promising, he stayed until he found some other apparent barrier to his progress, when he quit again with no less hesitation. He was looking for the work he wanted to study and adopt.

Finally he ran across a young man who seemed to be prospering and he found out that he was an electric wireman. So Kalischer went and got a job as a helper and found that this was the thing he had been searching for. There were many handicaps for Kalischer. He was underweight and undersize.

It all meant a fight—a fight for recognition. He fought his way into the union and up from helper to journeyman to foreman. Then again he came to see that just so long as he remained a foreman he would never share in profits and prosperity. A chance came and he quit, just as he had in his earlier days, and took a contract to install a plant up in the mountains at some summer place.

The details of that job would make a romance—lugging boilers up a thousand feet of mountainside,

"Buy Electrical Goods From Those Who Know"

Louis Kalischer is a great champion of the slogan, "Buy from Those who Know," and he advocates its use by every electrical merchant.

"In a city where the department stores and even the central station cut the price," he says "it offers a tangible inducement to the purchaser, a sensible reason why the appliance purchased at an electric shop is worth the sometimes slightly higher cost.

"Buy from a man who knows and you have a real guarantee of good service and satisfaction."

improvising stacks and so on. But he turned the trick and then mastered another job and then another. And that job didn't go just right and left him with just \$90 in the world. This was in 1905. He gave one-half to Mrs. Kalischer. He took the other half and started up in Brooklyn as a contractor.

It is only natural, however, with all this background, that Kalischer should have analyzed the contracting business pretty carefully

and he found some things he didn't like. For instance, most contractors were figuring so low on jobs that there was almost no profit in them and they had to count on just two things to make a living—the extras on their contract jobs and the other work they got through personal friendship. Then the work of the contractor was too limited, anyway. The electrician's work was only roughing. He didn't finish his job by furnishing the finishing equipment—the fixtures, motors and appliances. And he commonly attempted to do a small business on a 10 per cent. basis with entirely too much overhead. It didn't offer Kalischer enough to satisfy him.

THE COMPLETE ELECTRICAL CONTRACTOR

The public expects an electrical man to know everything electrical and sell it everything electrical that it requires. "With the wiring done," as Kalischer expressed it, "the customer just begins to enjoy the use of electric service and to depend on it. If the electrical contractor is to make his customer's account worth anything he must stay by that customer and provide him with the equipment and appliances he will be needing year after



Across the back of the shop extends the mezzanine gallery, which provides space for demonstrating washing machines, dish-washers, electric-ranges and other kitchen and laundry devices. The mezzanine is reached by an attractive staircase rising from an entry vestibule to which a full-length mirror adds the hint of a well-appointed home. Note that the lighting for the main high-ceilinged portion of the shop is supplied from reflectors concealed in plaster brackets.

year. He must see that his new customer gets the right motors, the right washing machine, the right flatiron, the right lamps and reflectors, the right everything. If he doesn't, then he has stopped short, with the job half done and the sale half made."

So just as in the old days when Kalischer was looking over jobs for small boys, hunting for the one that had full promise for the future, so he has been analyzing the contracting business these last few years with the result that he decided to "quit cold" again—to quit being an incomplete electrical contractor. He realized that his future in the business would not develop 100 per cent. unless he had an electric store and was in position to follow through with every customer and sell him what he needed when his wires were in. So the land was bought and the store was built, and I'll tell you what kind of a store it is.

AN ELECTRIC SHOP BUILT TO ORDER

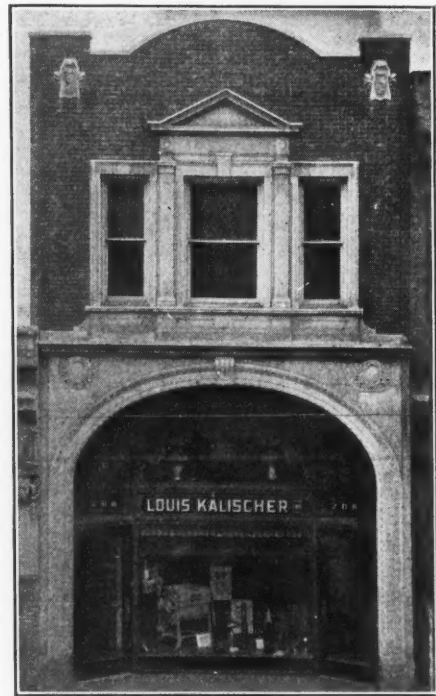
Kalischer's new store stands on the shady side of Livingston Street, right in the neighborhood of theaters and popular shops. As the pictures show, the window and two doors set back under an arch. The front is quite distinctive and attracts you at once. The window is large and you look right through, beyond a curtain into the store. Then there's an upper window, an arch window, that displays a row of artistic fixtures.

Kalischer's name shines through the glass. The left-hand door leads to the upper floor of offices. Through the other door one enters the store.

The store itself is a cozy, comfortable, friendly looking little place. As your eye travels back two things strike you at once—first the high ceiling and the mezzanine in the rear, then the absence of all lighting fixtures. The ceiling is two full stories high for two-thirds of the distance back. Beyond, the mezzanine makes a most attractive gallery effect. On this mezzanine, in the foreground, is a glimpse of a tea wagon, a table and chairs, lamps and heating appliances, and there is nothing to obstruct the clear view, for there are no ceiling chandeliers. Indirect light is provided from plaster brackets which jut out from the side walls. The whole effect is airy and cheerful. There is a handsome big, glass wall case at the right. There are tables down the center, two small desks beyond, floor lamps in the rear with cases and shelves for small stuff. At the rear on the mezzanine is a complete kitchen with all the electrical equipment. The pictures give the general atmosphere of this.

THE PERSONAL TOUCHES IN STORE ARRANGEMENT

But it is the little, clever, personal touches that Kalischer has worked into the different corners of his store which make it most interesting.



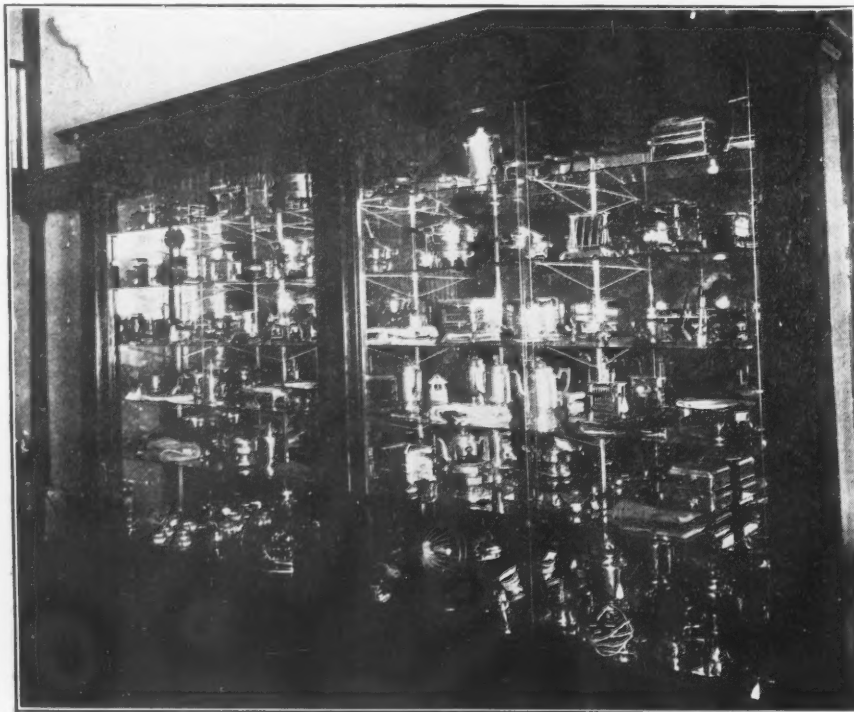
This striking and attractive store-front is directly across the street from one of Brooklyn's leading theatres. The show-window is equipped with a system of colored-lighting control, modeled after the window-lighting exhibit at the N. E. L. A. convention at Atlantic City. The recessed window is a favorite standing place for shoppers on rainy days.

The floor lamps with their many colored silk shades, stand in a row below a row of ceiling lights—White Mazdas in small blue silk shades. The big floor lamps are always shown unlighted so that the bluish-white light from above will show the sheen and sparkle of the silk in all its richness. It is most interesting to see how much more appealing these lamps are *this way* than when lighted from within. And of course, they are seen in the home much of the time unlighted, so they should be selected this way.

SECTIONAL BOOKCASES USED AS APPLIANCE SHELVES

Opposite these lamps are the counter cases for fuses, flashlights and small stuff, but instead of having ordinary shelves behind for advertising matter and so on, Kalischer has built up sectional bookcases. The effect is very finished and the stuff is kept clean and partially out of sight. The price tags Kalischer uses on all his stock bear the slogan, "Buy from a man who knows."

On either side of the store at appropriate places, there are mirrors that materially increase the apparent size of the store. For the same purpose the stairway to the mezzanine is built with an open banister and at the foot of the steps is a mirror and a vase of flowers, just a little



Good-looking showcases add greatly to the appearance of any shop. All of the nickelware in the Kalischer store is kept under glass. These wall cases are lighted from above, but care has been taken to hang velvet drapes at the top of the cases so that the reflections of the bare lamps will not be visible to the customer who stands in front of the case.

touch of softness and charm that is noticed at once.

The radiators are all hidden, some under the floor of the window, with a cold air box that feeds in fresh air with a draught that carries the heat way back into the store. Other radiators on top of the entrance and the window roof are hidden behind plaster flower boxes.

A WINDOW BACKGROUND OF GOLD OR RED

The curtain hanging on a velvet rope at the back of the window, is made two sided, gold and red, so

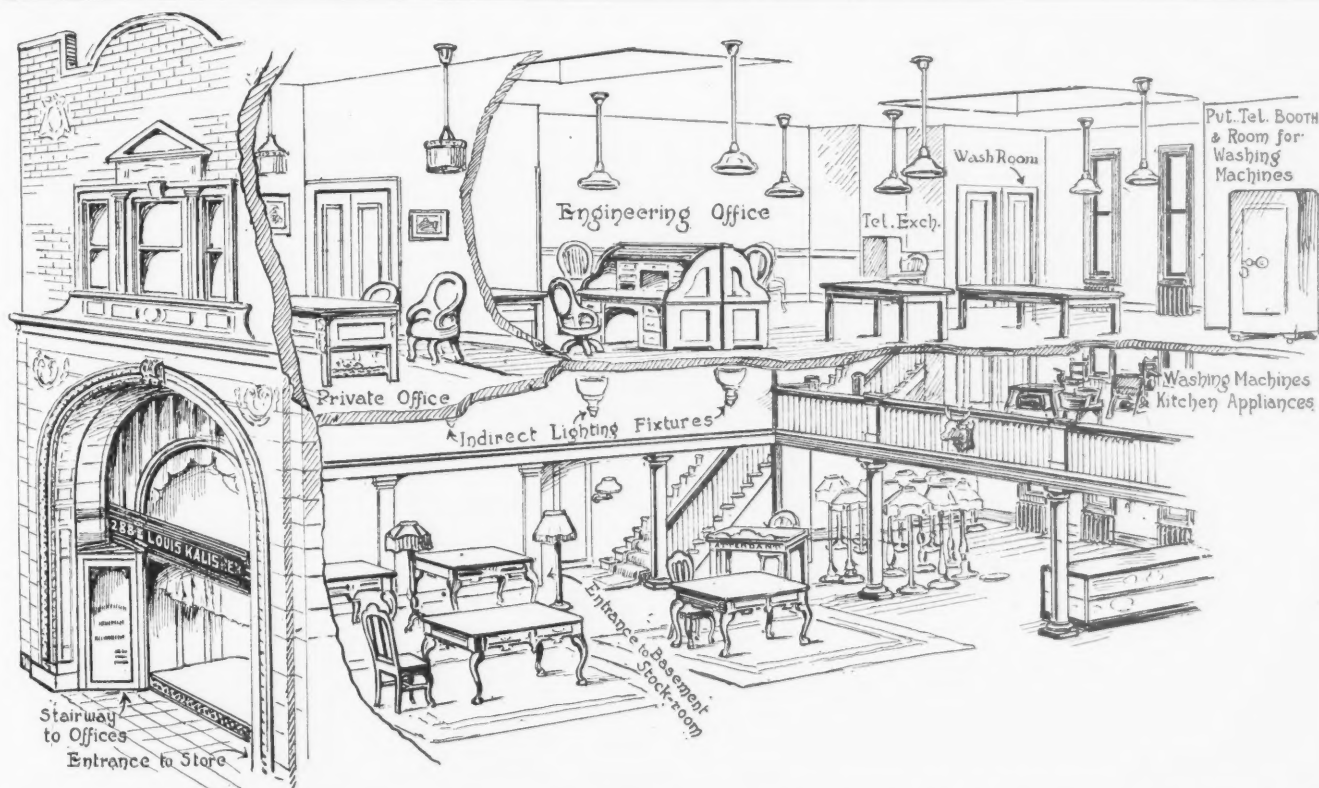
the larger ones left mostly clear for use in demonstrating devices taken from the big wall case.

There are two small mahogany desks under the break of the gallery, one for the salesman to write his orders on, the other for the customers' use. It is ready with phone and writing material.

At the top of the big wall case is a clever trick. The back is a mirror, of course, and like most cases, the hidden lights at the top of the case would be glaringly reflected at the top of the mirror. But Kalischer has a red velvet curtain at the top

then through the cellar, and are hoisted up through a trap in the floor to the store or mezzanine. There is a dumb-waiter from the repair shop in the basement to the rear of the store for sending repair jobs up and down.

In the cellar also, is a big storage space for case-lot stuff, a room with 280 bins for broken packages, under the stairs a tier of washing machines and a well equipped repair shop in charge of a man who has been with Kalischer for years and is a stockholder in the company. Kalischer believes that you can't be too care-



The main floor is given over to handsome table lamps and floor lamps and to the smaller appliances which are displayed in cases and on tables. On the mezzanine are the laundry and kitchen appliances. The top floor provides light and pleasant offices for the contracting department. Note that the office floor can be reached by a stairway from the street, without passing through the store.

In the basement is the stock-room, repair shop, packing room and heating plant. A freight elevator from a hatchway in the sidewalk, admits bringing in large and heavy boxes. Heavy appliances can be lifted to any floor from the basement through an arrangement of trap-doors in each of the main, mezzanine and office floors.

that there is a gold background for nickled stuff and red for other trims where it is more effective.

The window lighting has reproduced the equipment of the model show window exhibited at the N.E. L.A. convention last June in Atlantic City, and Kalischer has a battery of red, green, amber and white lights and throws in combinations of color-flux to give striking effects to his displays. It is surprising how vacuum cleaners, for example, may be made to stand out this way.

There are large tables down the center of the store. The day I was there, they were well filled with lamps, but these lamps are to be shown on smaller, lower tables and

of the mirror to kill this reflection. Also, it introduces a touch of warmth and color that is most effective as a background for so much glass and nickel.

CATCHING THE RAINY-DAY "PROSPECT"

There are a lot of these little tricks. When it rains, a mahogany umbrella rack is placed beside the entrance door. The protecting arch before the window was provided as a shelter on the belief that people would step in out of the rain, and they do—and examine the window at the same time.

Crates and big stuff for the store come in by a sidewalk elevator,

ful with repair work. Repair jobs form a very intimate contact with the customer and the best man you can get is none too good.

There is an employees' washroom in the cellar too and a gas-fired steam boiler, automatically controlled. It costs a little more, but it saves the dirt of coal and ashes and the space that would be needed to store coal, which is worth much more to Kalischer, for stock room.

The rear of the mezzanine floor is white and equipped with a kitchen cabinet, washing machine, tub, iron-machine, sink and so on. The washer is connected to plumbing with a waste pipe that runs down and empties into the sink in the em-

ployees' wash room in the basement. This avoids the need for an unnecessary, separate trap on this waste.

On the mezzanine also, is a toilet room for lady guests, good-sized, attractively furnished and equipped with all the modern accessories needed for powdering the nose.

* * *

IN short, Louis Kalischer has organized his shop with the same kind of energy, good sense and thorough success that he has used in organizing his contracting business and trade in the great metropolis. When he decided that it was time to quit being an incomplete contractor, he quit. And a store being needed to assure a 100 per cent. feature, nothing but a complete successful store would do. For that's the Kalischer point o' view.

Bill Goodwin tells an interesting story of Kalischer that gives another sidelight on this dominant trait of his interesting personality. When Goodwin came out of the west he began to preach more profit for the contractor—"25 and 20" was thelogan. Immediately, Kalischer be-

gan to talk it, over in Brooklyn. He kept on boosting it and talked it so persistently that one day some sorehead came to Goodwin and said—"This feller Kalischer is trying to cold-deck us. He is shouting about 25 and 20, and all the time he is lapping up contracts at 10 per cent. and doing us out of work."

THE ACID TEST

Goodwin dropped in on Kalischer one day and said "I hear you are boosting my gospel of 25 and 20. What do you think of it?"

"I believe in it," said Kalischer. "It's absolutely right."

"Will you let me see your books?" asked Goodwin.

Now the average man does not take kindly to being asked to show proof and the average man looks upon his books as nobody's business but his own.

But Louis Kalischer said—"Sure," and had his books brought in and spread out on the table and he showed Goodwin the whole inside of his business. Up to the time he had begun to preach 25 and 20, Kalischer had himself been doing

business on too small a profit. *But from that day on* his books showed that he had been charging 25 and 20 on all jobs.

That's Kalischer. When he found that he was wrong, that his business was not paying him the profit that it should, again he quit. He quit cold, in the old way, and put his selling on the proper basis. For Kalischer believes that price doesn't count in this business of ours. "What the people want is service" he said to me. "They do not ask for anything at a cut price. They are willing and ready to pay the full and proper price, provided only that you give them full, complete, 100 per cent. helpful service."

I believe that these same principles and practices of Louis Kalischer are going to make this little store of his one of the most interesting experiences in electrical merchandising that the industry has seen. For Kalischer is shrewd. He is keen. His ideals are high and practical and he applies them daily to his business and his profession. He wastes no time or tears over a tradition when he finds that it is wearing out.

A Second Article on How to Finance

Time Payment Business

By STANLEY A. DENNIS

IN VIEW of the need expressed by electrical dealers for an expert, unbiased statement and analysis of the various time-payment financing plans now available for electrical merchants, Stanley A. Dennis, associate editor of ELECTRICAL MERCHANDISING and former head of the bureau of business research of "System" and "Factory" magazines, has undertaken for Merchandising's readers this important and useful series of articles on the financing of time-payment business. The first article appeared in September and discussed the Morris Plan scheme.—EDITOR.

JUST a little more than a year ago the most hateful characterization that one man could hurl into the face of another was the word "Hun." Today almost the supremely opprobrious verbal thunderbolt one man can send sizzling into the face of an opponent is "profiteer." And rightly so, in the mind of all men who put America and the flag above the dollar-mark!

Unfortunately, profiteering has cast a considerable shadow over that good old password of business, "honest profits." And that is why the man who talks of profits today

as the legitimate reward of business enterprise is looked at askance by some people who think that profits just now should be a forbidden subject. Yet these suspicious glances are all the more reason why honest profits should be emphasized and sought.

So that is exactly where I intend to begin—with profits—in this discussion of another plan for financing time payment business in the retail electrical trade. Profit worth while and honest profit at that is the reward of the electrical retailer who goes in today for a heavy volume of

time payment business, providing it is handled on a sound financial basis.

Suppose somebody should come around and tell you that you can make a profit of nearly 569 per cent. on your investment in an electrical appliance. Perhaps you would believe him, but the chances are that you would laugh at him. Yet that is exactly what a certain manufacturer through his distributing company is telling his jobbers and dealers. And apparently he has every right to tell it.

But before you read any further in this, be sure that you understand.

I did not say 569 per cent. profit on the purchase price of the appliance. I said 569 per cent. profit on the dealer's investment in the appliance. A profit of 569 per cent. above the price to the dealer is

list price of an appliance, I probably could be convicted at once in open court on a charge of profiteering, but making a profit of 560 per cent. on the investment is a totally different thing.

am going to tell just how it is used by an electrical manufacturer's distributor co-operating with the Republic Mortgage Company. I refer to the Apex Electrical Distributing Company, Cleveland. An Apex vac-

The Republic Mortgage Company, Pittsburgh, Pa.

Gentlemen—For the purpose of inducing The Republic Mortgage Company, a corporation, to enter into a contract to purchase Accounts Receivable, Notes, Contracts and Chases in Action, hereinafter designated as "Accounts," and thereafter, and from time to time, to purchase Accounts, the undersigned hereby makes and delivers to The Republic Mortgage Company the following statement of its assets and liabilities, which statement shall be considered as continuing and authorizing The Republic Mortgage Company to act upon it and use it as the basis for making such contract to purchase Accounts, and thereafter, and from time to time, as the basis for the purchase of said Accounts as and when said statement shall continue as being substantially correct and to be used and acted upon as aforesaid until the undersigned shall notify The Republic Mortgage Company of any material change in the financial condition of the undersigned.

In consideration of the making of the aforementioned contract and of the purchase of said Accounts, the undersigned agrees that if the undersigned at any time should fail to become insolvent or commit an act of bankruptcy, or if any of the representations made below are untrue, or if the undersigned fail to notify The Republic Mortgage Company of any material change as before agreed; then and in any such case, all obligations of the undersigned held by or for The Republic Mortgage Company shall immediately become due and payable without demand or notice and the same may be charged against any balance the undersigned may have with The Republic Mortgage Company, the undersigned hereby giving The Republic Mortgage Company a continuing lien upon such balance of account from time to time existing to secure all obligations of the undersigned held by or for The Republic Mortgage Company.

BUSINESS ASSETS: PRESENT CASH VALUE		BUSINESS LIABILITIES	
Cash on Hand and in Banks.....	\$ 1,000 00	Open Accounts Payable.....	\$ 400 00
Accounts Receivable, Good.....	4,000 00	Bills Payable for Merchandise.....	1,200 00
Bill Receivable, Good.....	100 00	Bills Payable to own Banks.....	1,000 00
Merchandise (actual present cash value).....	5,000 00	Bills Payable to all others.....	-
Raw Material (actual present cash value).....	-	Mortgages or Liens on Real Estate.....	-
Real Estate in Name of Corporation or Firm.....	-	Chattel Mortgages.....	-
Machinery, Fixtures and Furniture.....	500 00	Loans or Deposits with undersigned.....	-
Bills or Accounts Receivable, due from.....	-		
Officers or Partners.....	-		
Bills or Accounts Receivable, value doubtful.....	-		
Patents and Trade Marks.....	-		
Liberty Bonds.....	500 00		
Total Assets.....	\$ 11,100 00	Total Liabilities.....	\$ 2,600 00
		Capital or Net Worth.....	8,500 00
		Surplus.....	8,500 00
		Total.....	\$ 11,100 00

Are any of the above Assets pledged or assigned as collateral? If so, to whom; describe fully..... *No*

Is any of your merchandise shipped on Consignment or Approval?..... *No*

Are any of above Liabilities secured by collateral? If so, which; describe fully..... *No*

Contingent Liability: Accommodation Endorsements \$..... Customer's Notes Discounted \$.....

Have you ever sold or assigned any of your Accounts Receivable?..... *No* If so, to whom and when?.....

The basis of above statement is from { *Actual* } Inventory by Mr. *John Jones* Date *5/1* 1919.

Our regular months for taking Actual Inventory and for closing books are *January first*

Has any of your officers or members ever failed in business?..... *No* If so, state fully.....

Insurance carried on: Accounts Receivable \$..... Merchandise \$ *5,000* Plant, Machinery, etc. \$ *500*

Amount of Annual Sales \$ *18,000* Net business profit past year \$ *5,000* Net business loss past year \$ *250 act. payable*

Our net losses by bad debts have not exceeded..... % on our gross sales during any one of the last..... years

Do you sell mostly to Manufacturers, Jobbers, Retailers or Consumers. *Consumer* Average terms of sales *Cash & 10 days*

Are there now any Legal Proceedings for Debt or any unsatisfied judgments standing against you, any of your Officers or Partners?

Answer fully..... *No*

Questions for a Corporation:

Capital: Authorized \$..... Subscribed \$..... Paid in: Cash \$..... Other Property \$.....

Incorporated in the year 1..... under the Laws or by Special Act of the State of.....

Officers:

President..... Individual worth outside this business \$.....

Vice-President..... Individual worth outside this business \$.....

Secretary..... Individual worth outside this business \$.....

Treasurer..... Individual worth outside this business \$.....

Questions for a Partnership or Individual:

Name of each General Partner and the respective net worth of each outside of the business

Mr. *John Jones* Net worth \$ *5,000 00*

Mr. Net worth \$.....

Mr. Net worth \$.....

Mr. Net worth \$.....

The undersigned certifies that each statement hereinbefore contained is true and that this statement is made for the purpose of inducing THE REPUBLIC MORTGAGE COMPANY to purchase accounts, notes or lend other financial assistance.

Dated and signed under seal at *Clearville, Pa.* this *20th* day of *June* 1919

In the presence of *Mildred Akerson* Please sign here *The John Jones Elec Co* (Seal) Corporation or Partnership

By *John Jones*

Witness

FIG. 1.—This is not an income tax return nor a draft questionnaire. It is a facsimile of a financial statement required by the Republic Mortgage Company of dealers or contractors who wish the assistance of the company in financing their time payment business. It is similar to statements required by other financing companies. Incidentally, it is an argument for better accounting methods.

one thing, and a profit of 569 per cent. on the amount of money you must spend in order to get an article into your store to sell it is a vastly different thing. If I were to explain a plan whereby you could make 569 per cent. profit over and above the

A time payment financing plan whereby the profit named is possible has been developed by the Republic Mortgage Company, Pittsburgh, Pa. It is this plan which is to be explained here.

To make this plan clear to you, I

um cleaner will serve the purpose of illustration.

There are really two different and distinct parts to this financing plan developed by the Republic Mortgage Company: first, what is known as "the floor plan," and second, "fi-

nancing retail installment sales." We are more concerned with the second part than the first.

The "floor plan" is this: When the dealer receives his local distributor's invoice covering a shipment of a quantity purchase of the cleaners named, he makes out his check for 11 per cent. of the invoice. (This is 10 per cent. for one-tenth of the invoice and 1 per cent. for the financing cost to the dealer.) He then makes out a ninety day note in favor of the Republic Mortgage Company for the 90 per cent. balance of the invoice, and mails all three—the 11 per cent. check, the 90 per cent. note, and the distributor's invoice to the Republic Mortgage Company. The company in turn remits immediately the full amount of the invoice less the 3 per cent. cash discount to the distributor, whose terms are 3 per cent. discount for cash in ten days, or thirty days net. This enables the dealer to meet his distributor's regular terms and gives him ninety days in which to "turn" his stock of cleaners before paying the other 90 per cent. of the purchase price. In other words, the dealer invests only 11 per cent. in his original stock of cleaners, sells these within the ninety days at a substantial profit to himself, and then when he has both his profit and his purchase price, he pays for the balance of 90 per cent. of the invoice.

To quote from the statement issued by the distributing company named: "This plan enables you to finance our distributor's invoice. It gives the distributor his money in ten days, and gives you three months time at a cost of only 1 per cent. of the invoice price. By enabling you to pay our distributor in ten days, it places you in the preferred dealer class on the distributor's books. The Republic Mortgage Company charges 4 per cent. for the accommodation for ninety days, our distributor allows you 3 per cent. cash discount, which you would otherwise not be able to take advantage of, so the financing of the invoice for ninety days costs you in reality only 1 per cent."

Such, in essential outline, is the "floor plan" offered by this vacuum cleaner manufacturer to his dealers in helping them finance their buying.

The "retail instalment sales" plan recommended by this manufacturer enable the dealer to sell the cleaners to his customers, giving them ten months in which to pay, and still gives the dealer the full cash price for the cleaner immediately. In order to

make this possible, the company distributing this vacuum cleaner agrees to furnish the dealer with purchase agreement blanks, or contract, on which to sign up customers who purchase the vacuum cleaner on the installment plan. The method of payment on the part of the customer is at least 10 per cent. down and the balance in monthly payments which will pay up the accounts in ten months or less.

When the dealer has sold the cleaner on the minimum terms laid down by the distributor, or under better terms with the consent of the customer, the dealer sends the original retail contract which the customer has signed to the Republic Mortgage Company, Pittsburgh, which in turn sends the full amount of the contract on the same day. The duplicate copy the dealer keeps in his own file. In order to make the handling of these retail contracts

Progressive Electrical Retailers

in many sections of the country report that by selling on the installment plan they are tripling their total sales.

Here is a plan by which the retailer may finance his buying and selling.

a matter of definite routine, the distributing company suggests that they be sent in each week, and provides a proper listing form, called a schedule sheet (Fig. 2), on which to itemize the various contracts.

When the dealer receives the check from the Republic Mortgage Company, he then has his full retail cash price and can pay back his indebtedness to the Republic Mortgage Company each month as customers make payment to him. The company charges 10 per cent. for financing this paper for ten months. The dealer receives, however, 10 per cent. more from the customer who purchases on the installment plan than he receives from the cash customer, so he receives net the same amount on the installment sale as he receives on the cash sale. The purchaser pays the financing charge for the privilege of paying on time.

"This plan means that you need actually invest only \$3.03 in each cleaner, provided you purchase in dozen lots. You resell the cleaner on the installment plan, giving the purchaser ten months in which to pay for it, and still you receive immediately \$45 on the sale. Only then, when you have both your profit and full purchase price, do you pay the balance of your invoice price, namely, \$24.75. This, together with the \$3.03 which you invested originally in the machine, has made the cleaner cost you only \$27.78, and you have resold this for \$45, a profit to you of \$17.22. This profit of \$17.22 on an investment of only \$3.03 is a profit to you of nearly 569 per cent. on your investment." Thus reads the distributing company's statement, covering prices effective up to Nov. 1.

Incidentally, the company distributing this vacuum cleaner provides the dealer without charge a complete system for collecting his retail time payment accounts. All the necessary office forms and customer reminders are supplied with this system. It should be pointed here that in this respect the plan of the Republic Mortgage Company differs from the Morris plan discussed in the previous article. In the latter plan, all collections are handled by the bank, which deals directly with the customer. In the Republic plan, the dealer does not lose contact with his customer after the first payment, for it is necessary that the customer should make his payments monthly, either in person or by mail, to the dealer rather than to the bank. This is said to be one of the advantages of the Republic plan, since it gives the dealer an opportunity at least once a month to make additional sales. The customer knows no more about the dealer's financing arrangement than he does of the dealer's bank standing.

If a dealer wishes to put this Republic plan into operation in his business, it is necessary for him to establish his credit with the Republic Mortgage Company. To do this, the dealer is required to fill out and mail to the manufacturer's distributing company a financial statement, a facsimile of which is shown in Fig. 1. At first glance, a dealer may be tempted to think that this statement is as formidable as a Federal income tax return. In fact, however, such is not the case. A dealer or contractor who is financially unsubstantial or unreliable certainly should not receive credits

which he cannot sustain, and a dealer who is financially sound will not hesitate to make out such a statement. Indeed, the filling out of this financial statement should in itself assist the proprietor in getting a better understanding of his own finances and assist him in obtaining a more definite control of them. After the initial arrangements have been completed, the dealer's transactions are made directly with the Republic Mortgage Company, which will remit on the same day it receives the dealer's contracts.

So much for the workings of the Republic plan of financing time payment business. Just how it works has been explained by using one of the company's clients (the Apex company) as an illustration. The manufacturer of the vacuum cleaner in question states that he holds an exclusive arrangement with the Republic Mortgage Company for financing his cleaners. Apparently, this means that the company will not handle the financing of any other vacuum cleaner. This agreement, however, need not necessarily prevent the company from financing the time payment business covering other electrical appliances made by other manufacturers. Whether or not this can be done, can be learned by correspondence with the Republic Mortgage Company itself. The company will also answer inquiries as to whether or not it is prepared to finance time payments on house wiring contracts.

PLANS DIFFER IN ESSENTIALS

As to the merits of this plan developed by the Republic Mortgage Company, perhaps no two electrical men nor financial experts will agree. Without doubt, it has its advantages and disadvantages, just as is the case with the financial plan offered by the Morris Plan Banks. A close inspection of both will be worth your while.

It should be recognized, however, that the two plans differ in certain respects. The financial plan of the Morris company operates either with or without co-operation of the manufacturer or distributor. That is, regardless of the brand he carries or the kind of goods, any electrical contractor or dealer can take advantage of the Morris Plan either in the financing of time payment sales of house wiring contracts or electrical appliances or both. This does not mean, however, that manufacturers or distributors cannot co-operate with the Morris Plan people. On the contrary, a number of manufacturers have already endorsed the Morris

ORIGINAL
SCHEDULE
Of Time Payment **Apex** Contracts Offered

For Sale to
The Republic Mortgage Co.
COMMERCIAL DEPARTMENT
PITTSBURGH, PA.

ACCOUNT No. _____ SCHEDULE 100% _____
SELLER'S SCHEDULE No. _____ BROKERAGE % _____
CHECK % _____
NUMBERS % _____

Date of Sale	Serial No. of Cleaner	NAME OF CUSTOMER	STREET AND NUMBER	CITY	STATE	If sold for Cash, the Price Would Have Been	Total Amt. of Sale on Installment Plan	Amt. Paid Down by Customer	Balance still due
1919									
6/15	198046	Mrs. John Smith	90 Queen St.	Elkay	Ind	53 50	59 00	6 00	53 00
6/16	198047	Mrs. J. Cadwalader	187 N. 7th St.	"	"	45 00	49 00	5 00	44 50
6/16	198048	Mrs. K. Jeffries	1908 E. 48th St.	"	"	53 50	59 00	20 00	39 00
6/16	198049	Mrs. C. Smith	1486 W. 97th St.	"	"	45 00	49 50	10 00	39 50
6/17	198050	Mrs. M. Johnson	2354 Adams St.	"	"	63 00	59 00	10 00	49 00
6/18	198051	Mrs. J. Friend	3542 Baldwin St	"	"	45 00	49 50	9 50	40 00
						195 50	325 50	60 50	265 00

*Balance due from customers
The R. M. Co. deducts for financing
(10% of cash price total, 295.50)*

Note Dealer receives from the R. M. Co. at once 235.45

In this example, the dealer will pay back the \$235.45 in ten (10) equal monthly payments of \$23.54 each. It will be noted that the contracts listed here for sale will produce a minimum of \$5.00 monthly payment from each of the six customers, total \$30.00, whereas the dealer is required to pay The Republic Mortgage Co. only \$23.54. The customers' payments come in faster than the dealer is required to make payments to The Republic Mortgage Co.

(City) Elkay (State) Ind (Date) June 1919

For and in consideration of the sum of Two hundred and thirty five and 45/100 Dollars (\$235.45), to the undersigned in hand paid, the receipt whereof is hereby acknowledged, the undersigned hereby sells, assigns and transfers to The Republic Mortgage Company, of Pittsburgh, Penn., the original of which are herewith delivered, and the balance of due are hereby guaranteed to be as represented and set forth in the above schedule. Should any dispute or disagreement arise, thereby decreasing the value of any or all of said contracts, leases, notes or accounts, the undersigned hereby acknowledges financial liability for any shortage that may occur.

Now therefore, in consideration of the above sale and of the sum to us in hand paid, we hereby guarantee the payment in full of said balance due on each and all of said contracts, leases, notes or accounts as indicated by said schedule, in accordance with the terms thereof. And whenever any of such contracts, leases, notes or accounts shall be in default for any payment or payments thereon, according to the terms or condition thereof, we hereby further agree to pay for the same the full amount of the balance and thereon.

The foregoing schedule, assignment and guarantee is hereby constituted a part of that certain agreement dated _____ day of _____ 1919, wherein The Republic Mortgage Company is first party and _____ is second party, subject to all the terms and conditions expressed in said agreement.

ATTEST:

The John Jones Electric Co.
Secretary

Send original to The Republic Mortgage Co., Pittsburgh, Pa., with original installment contracts attached. Send duplicate to The Apex Electrical Distributing Co., Cleveland, O. Keep triplicate for your file.

FIG. 2.—On this schedule sheet the dealer or contractor lists the installment contracts which he sends in weekly to the Republic Mortgage Company. Read the "Note" typed above on this specimen sheet.

Plan and have recommended it to their dealers. In such cases, the manufacturer merely assists the finance company in determining the financial standing of the contractor or dealer.

The plan of the Republic Mortgage Company, on the other hand, seems to become effective largely through the initiative of the manufacturer and in its operation ties him in somewhat more closely with the contractor or dealer than does the plan offered by the Morris Plan banks. If the Republic Mortgage Company extends its plan to cover other appliances than the vacuum cleaner previously named and to cover house-wiring contracts also, it will establish a comprehensive financial service similar to that which now characterizes the service offered by the Morris Plan banks. At present, both plans seem to be winning a large number of customers. In every section of the country, the

Morris company's plan for financing time payment business in the retail electrical field has been installed by many contractors and dealers, and is receiving the endorsement of associations and electrical manufacturers and distributors. The Republic Mortgage Company also reports that its financial plan has been installed by a large number of dealers handling the vacuum cleaner named. One eastern local distributor of this cleaner who is handling sales to sixty-five retailers reports that the financial plan is working admirably.

Evidently, there can be no question of the increasing interest in methods of financing time payment business, and of the opportunity which the retail electrical trade affords not only to the Morris Plan banks and the Republic Mortgage Company, but also to other financial companies which have developed plans for handling the time payment business for contractors and dealers.



Plan the holiday trims early. Put them through on schedule. Use the poster message as the "theme" for each as is done in this specimen window trim suggestion planned by the Society.

Capitalizing Christmas

How the Society for Electrical Development Helps the Electrical Retailer Help Himself During the Holiday Season

By J. M. WAKEMAN

General Manager The Society for Electrical Development, Inc.

THE Christmas season is harvest time for the electrical merchant. It is the time of each year when the public opens its purse strings and spends unsparingly. It will spend unsparingly this year.

There can be no doubt about the increased demand for electrical appliances. Electrical manufacturers and particularly specialty makers are flooded with orders; electrical jobbers are also having difficulty meeting requirements. For the first time in the history of electrical merchandising retailers in the United States and Canada are having people *come into stores* with money in their hands ready to buy—and asking for high priced appliances and devices, such as cleaners, washers, ironers, and ranges.

The electrical merchandiser who does not take advantage of condi-

tions as they *are* and capitalize them will lose a big opportunity. It should be remembered that purse-strings opened wide at Christmas are closed tight as soon as Christmas is over. In merchandising the best practice is "Sell fast, while the people are buying."

THIS IS A YEAR OF USEFUL CHRISTMAS GIFTS

Now that the war has ended there should be no return to the pre-war standard of useless gift giving. This year, therefore, impractical, senseless presents should be *taboo*; nevertheless some people will buy nonsensically unless they are told and retold by the retailer selling useful presents that they should buy *his* goods. That is why it behooves every electrical merchandiser to write into his advertising the idea of the all-utility gift, the all-practical, and all-artistic gift—the 'electrical gift.' And, in brief, that is the meat of the message in all the material supplied by the Society for

Electrical Development this year. For utility and beauty make it "AN ELECTRICAL CHRISTMAS."

The recent printers' strike in New York City delayed the distribution of the material somewhat. Nevertheless much of it is going forward to retailers—and there is ample for every reader of Electrical Merchandising who will really *use* it. It is for the most part free to both members and non-members of the Society.

This year's Christmas campaign poster is attractively lithographed in seven colors. It is 28 × 36 inches in size, and will fit nearly any window, door or other display space. The poster idea, or "theme" is carried out in the remaining sales helps. There is a poster-stamp, a miniature reproduction of the poster, in colors, which is gummed so it can



be stuck on packages, cards, price tickets and the like. Both the poster and a good sized quantity of poster-stamps are supplied free to both members and non-members upon application.

CHRISTMAS PRICE CARDS AND LISTS OF ELECTRICAL GIFTS

Then there are price-cards, size 5 X 7, printed on heavy stock for use in windows, on counters and in general display, which are supplied in sets of eight different cards per set. One set is sent members free, non-members pay 25c. per set. There is a window card, size 11 X 22 inches, in colors of which a limited quantity is free to both members and non-members; a modest charge is made for all above that quantity.

One of the most useful and attractive sales helps is a leaflet of four pages, size 3½ X 5 inches, printed in colors, listing useful selections for every member of the family, as well as for the home in general. Five hundred of these are given free to members; non-members pay \$5.00 per thousand. Room is left for imprinting.

In co-operation with the National Electric Light Association, the Society is distributing their attractive colored gift leaflet at the



This poster says to shoppers "Give Something Electrical This Christmas"—and points to your store as the place to buy it. Given free upon application to the Society for Electrical Development.

same price they have charged for it. Finally there are colored letters, with room for imprint, which are all ready to go into the mails. These are supplied without charge to members in quantities up to 200, to non-members at \$2.00 per hundred.

The Society's "Monthly Sales Service" is full of concrete advertis-

ing and selling suggestions. It contains no "articles" or "stories" but is crammed full of "How To" information for the contractor, dealer and central station. This should be in the hands of every progressive retailer and contractor.

THE WHOLE STORY OF "AN ELECTRICAL CHRISTMAS" FREE FOR THE ASKING

A special thirty-two page issue, printed in colors, tells the whole story of "AN ELECTRICAL CHRISTMAS." It will be mailed free of charge. In addition, retailers will be permitted to use the order blank, which will be enclosed, to order any amount of newspaper illustrations which will be sent for this campaign only, without charge. Simply address a postal to the Society which will stamp you as a live co-operator.

Through the Society for Electrical Development you have a remarkable opportunity to inaugurate an intensive campaign for your own business, in your own community. No other industry in America offers its followers such broad co-operation at so little cost. And no electrical retailer, especially, should attempt to carry on an extensive holiday campaign without the use of this material.

Display Copies of This Gift List in Your Store and Show Window

A four-page folder, containing the following Christmas gift suggestions, can be obtained in quantity from the Society for Electrical Development. Get a supply for customer distribution, and acquaint your store salespeople with this list at once.

FOR WIFE OR MOTHER

Electrical gifts make life easier and happier.

Bottle Warmer	Percolator
Cleaner	Portable Sewing Machine
Coffee Urn	Range
Desk Lamp	Sauté Pan
Disc Stove	Sew Motor
Egg Boiler	Table Lamp
Flatiron	Teapot
Floor Lamp	Toaster
Grill Stove	Water Kettle
Home Wired	And many others
Kitchen Motor	

FOR HUSBAND OR FATHER

Sensible, serviceable electrical presents are sure to please him.

Auto Horn	Heated Grips for Auto
Auto Search Light	Illuminated Shaving Mirror
Battery Lantern	Immersion Water Heater
Cigar Lighter	Heater
Drink Mixer	Luminous Radiator
Engine and Carburettor Heater	Portable Floor Lamp
Flash Light Cane	Shaving Mug
Flash Light Umbrella	Trouble Lamp for Auto
Hand Lamp	Office Desk Lamp
	And many others

FOR YOUNG WOMEN

Electrical gifts which young women will appreciate more than something "pretty" but impractical.

Bed Lamp	Hair Dryer
Boudoir Flatiron	Hair Singe
Boudoir Lamp	Massage Vibrator
Chafing Dish	Phonograph Motor
Comb and Curling Iron	Piano Lamp

FOR YOUNG MEN

Manly gifts for manly young men. They will be appreciated because of their usefulness.

Alarm Clock	Pencil Flash Lights
Bed Lamp	Shaving Mirror (Illuminated)
Desk Lamp	
Flash Light	
Fountain Pen and Shaving Mug	

FOR THE CHILDREN

Modern toys which are educational as well as entertaining.

Bicycle Lamp	Engine
Boat	Flash Light
Candle Battery Lamp	Magic Lantern
Christmas Tree Lighting Outfit	Telegraph Set
Dark Room Lantern	Toy Automobile
Doll House (Electrically Lighted)	Toy Construction
Electrical Toys	Toy Range
	Toy Railway Outfit
	Wireless Outfit

FOR ELDERLY WOMEN

More practical, electrical gifts—these especially designed for elderly women.

Foot Warmer	Reading Lamps
Heating Pad	Teapot
Medical Coil	Table Clock (Electrically Lighted)
Regulating Lamp or Socket	Violet Ray Apparatus
Night Lamp	(Soothes and invigorates)

FOR ELDERLY MEN

Electrical presents to brighten the mellow years.

Bath Cabinet	Immersion Water Heater
Ceiling Clock	Luminous Radiator
Cigar Lighter	Reading Lamp
Fan	Shaving Mirror
Hearing Device	Shaving Mug
Heating Blanket	And many others

FOR THE HOME

Electrical presents to make home life happier for the whole family.

Air Heater	Ice Cream Freezer
Alarms (Burglar and Fire)	Illuminated Street Numbers
Bread Mixer	Incandescent Lamps
Broiler	Ironing Machine
Casserole	Kitchen Utility Motor
Cereal Cooker	Knife Sharpener
Cleaner	Liquid Mixer
Clocks	Luminous Radiator
Coffee Mill	Modern Fixtures
Decorative Lamps	Oven
Disc Stove	Phonograph Motor
Dish Washer	Plate Warmer
Door Bell	Player Piano
Dough Mixer	Range
Egg Beater	Refrigerator
Egg Cooker	Silver Polisher
Fan	Thermostatic Furnace Control
Flatiron	Vegetable Slicer
Floor Polisher	Ventilating System
Food Chopper	Waffle Iron
Food Warmer	Washing Machine
Frying Griddle	Water Heater
Grill	Water Purifier
Home Telephones	Water Supply System
Hot Plate	



In Calgary, as elsewhere, the problem of domestic service worried the housewives and servants themselves. Now, by the Covenant of Calgary, when a cook or a housemaid is employed, both she and the employer are bound by this agreement of a new "Fourteen Points."

The "Fourteen Points" of The New Household Peace

And a Glimpse of the Opportunities They Are
Opening Up for Increased Appliance Activities

By CLARA H. ZILLESSEN

ACCORDING to reliable authorities writing in our women's magazines for the last few months, the genus "servant girl" in about ten years from now will be as extinct as the dodo bird.

The Marys and Bridgets we have known are being replaced by a strange new type, which prefers to be called Miss Jones or Mrs. Smith, as the case may be. But the aforementioned authorities tell us that her real name is Household Assistant. According to them, she comes high, but she is worth it.

Of late years there has been a great deal of unrest in domestic labor service. War conditions intensified this unrest and a latent rebellion against the feudal working conditions almost always present in domestic service helped bring matters to a crisis. Universal agitation among labor for less work and more pay has also been responsible for the turning of the domestic worm.

THE UNORGANIZED INDUSTRY

The chief demands of the domestic workers are not at all unreasonable. These demands would be their matter-of-course rights if they were employed in industrial capacities, but since they are workers in that more or less unorganized industry—the Home—they have been forced to fight for their rights. These

domestic workers are, in effect, working for four objects: Definite duties, definite hours of work, labor-saving equipment and pleasant, decent surroundings.

In Calgary, the largest city in the Province of Alberta, Canada, they have worked out a creed of rights for mistress and maid which is very interesting and which gives the essential idea of the basis on which domestic service will operate in the future. In Calgary, as elsewhere, the problem of domestic

service has worried the housewives and the servants themselves; and there a formal, united effort has been made to put household labor on a new basis.

The Covenant of Calgary was drawn, according to the American Chamber of Commerce in Canada, by the Housekeepers' Association, composed of cooks and housemaids. This document provides for the solution of "the immemorial servant problem according to the servant's own ideas and ideals, and in effect makes the cooks and maids rulers of the home under a mandatory of the Housekeepers' Association." When a cook or a housemaid is employed, both she and the employer are bound by this agreement of a new "Fourteen Points;"

The Servant No Longer Asks:



"How Many in the Family?"

"Do I Have to Do the Washing?"

"What Days Do I Get Out?"

These hoary questions have given place to the modern and very reasonable query:

"Do You Have Electricity?"

With Electricity it is EASY to get servants and EASY to keep them—for the work is EASY.

With Electricity the mistress of the house can do her own work with comparative ease.

Electricity in the Home is not a Luxury—
It is a Modern Necessity

United Electric Light Co

Even the character of this electric-light company's ads reflects the change in the household-service problem. An ad like this is likely to make the harassed mistress of a servant-less household take heart again, with the dazzling thought that here, at last, is "a way out."

1. I promise good behavior and my best services to my employer.

2. The rate of my wage shall be ——— a month.

3. Ten hours shall constitute a day's work.

4. If more hours are required they shall be regarded as overtime and paid for at the rate of 15 cents an hour.

5. I shall have every Sunday evening free after 6.30 o'clock.

6. My employer shall speak of me as her "housekeeper" and shall always address me as Miss or Mrs. So-and-so.

7. I shall have the privilege of entering or departing by the front door.

8. I shall have the use of a suitable room one evening a week in which to entertain my friends until 10 o'clock.

9. I shall make it a rule to be in my employer's house at 11 o'clock every evening.

10. I shall be given proper board.

11. Comfortable and sanitary lodgings shall be provided for me.

12. This engagement of service may be terminated at any time by either party giving two weeks notice.

13. In case of the violation of any of these terms either party may terminate the engagement immediately.

14. All complaints from either employees or employers shall be laid before an arbitration board composed of members of the Housekeepers' Association, who will seek to adjust the difficulties with justice.

When the contract was introduced it was predicted that the employers would not be able to endure the conditions it would produce. Not only have they been able to endure them, but in many cases they heartily approve of them. The definition of rights and duties has cleared the domestic air. The Housekeepers' Association is developing not only as a trade union but also as a training school for domestic workers. Better conditions for house servants seem likely to produce better house servants, not only because they are more contented, but because they are better fitted for their duties. The association has been admitted to the Federal Workers Union of Canada and is recognized by the confederated women's clubs.

These fourteen points sound like an alarming and radical departure from the ways and methods of household labor to which we have been accustomed these many years. But, relatively speaking, and when carefully analyzed, they are not a bit more radical than the labor changes in our great industries. Of course, the newspapers are poking fun at the whole proposition and press humorists are not lacking who will make feature stories of such isolated and extreme instances as the cook who refused a job because she couldn't use the family automobile one day a week, or the housemaid who wanted an hour's practice a day on the Steinway Grand. But this proposition of standardized household labor is with us today, and there is no question but that the next few years will see the working out of domestic service on a so-called business basis.

ELECTRIC LABOR-SAVERS TO THE RESCUE

The opportunity for electric labor-savers is obvious. Three of the four general demands of the domestic workers can only be met by the installation of



Even this may come—the housemaid who insists on an hour's practice a day on the Steinway Grand. She will be only an off-shoot, however, of the new system of standardized household labor which is being worked out today.

labor-saving devices in the home. For example: You cannot offer a houseworker anything like definite hours unless she has the equipment at hand whereby the otherwise interminable duties of housework can be shortened and standardized. You cannot offer her pleasant working conditions and surroundings if, for lack of electric clothes washer, vacuum cleaner and dishwasher, she must mess around in an atmosphere of dirty suds, choking dust and greasy dishwater. The third demand for labor-saving equipment of course presupposes electric household helps, for with the exception of some small tools and utensils the term "Labor-saving equipment" is synonymous with electric appliances.

The new working basis of domestic service will demand a higher and more intelligent type of woman than the so-called servant class we have been accustomed to for so many years. As a matter of fact, there no longer is such a thing as a servant class. What servants—in the old-fashioned sense of the term

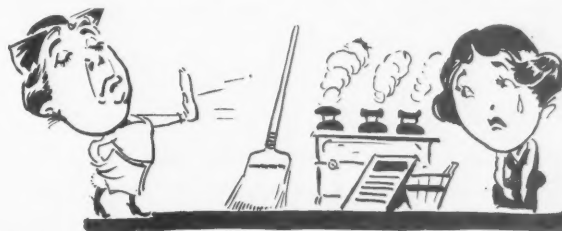
would scorn a job in a household which did not at least boast of an electric iron and electric sweeper. This attitude will automatically eliminate the stumbling block which has killed so many appliance sales, or, at the least, required expensive and tedious missionary work to overcome. And that is the negative point of view which most of the old-time servants seemed to have about labor-saving machinery—based either on an ignorant fear of electricity or a stubborn clinging to the illusion that the old ways were best.

Not only will this new class of domestic laborers be receptive to the installation of labor-saving devices, but the housewives—the employers—themselves will be forced to this point. The housewife can no longer sit snugly in her parlor with her hands folded and say that she needs no electric washer or mangle or sweeper, because she has servants to do the work!

The women associated with the War Work Council of the Young Women's Christian Association who are doing the active work on this question of domestic service take this attitude about the employer's side. They say:

BETTER WORKING CONDITIONS IN THE HOME

"While we are attempting to raise the standard of domestic service for the workers, we are also trying to better working conditions in homes. We are telling the employers that while they can expect a peasant woman who is used to hard work in the fields of her



She's no longer a "domestic servant," but a "household assistant"—and as such she makes short work of a household which does not boast at least of an electric iron and electric sweeper! This new attitude on the part of domestic workers will force into the appliance-buying field many a housewife who would otherwise sit back snugly with her hands folded and say that she needs no electric labor savers "because she has servants to do the work!"

—there still are today are more or less satisfactorily employed. The trend toward organization of domestic labor is bringing into being an entirely new class of workers—drawing them from all classes, such as teachers, university and domestic science graduates, typists, telephone operators and factory workers.

This class of labor in a general way is sold on the idea of labor-saving equipment. Indeed, I am quite sure that a self-respecting household assistant

native land to do heavy work around the house, they cannot expect to have her of the type to which they would like to intrust the daily companionship and contact of impressionable children. The more the employer expects in intelligence, refinement and responsibility, the less she can usually demand in mere brute strength—such as is necessary for the beating of heavy carpets or the rubbing of a big wash.

"We recommend that the home be

reasonably equipped with labor-saving devices in order to insure the greatest efficiency and satisfaction from the household assistant's services. If, for instance, her eight-hour day starts with breakfast at 7 o'clock in the morning, she cannot get the evening meal unless she prepares it in advance and puts it in the electric fireless cooker. Again, if it takes her two hours to do the downstairs cleaning without the aid of an electric sweeper, she has just that much less time for other equally important tasks. So it has been found real economy of money and labor to have the electric sweeper.

"The job of household assistant is an open-and-shut business proposition. The girl in the office and the girl in the factory report at a certain time, they have certain duties, they have the best possible equipment to perform those duties, and they are through for the day at a certain time. Overtime is paid for

extra. The girl who works in the home is going to work on exactly the same basis as her sisters in commercial and industrial life, and she is going to raise the profession of household assistant to a respected level and solve in this modern, up-to-date way the bugbear which we know as the servant problem."

EVERYBODY'S TALKING ABOUT IT

Naturally enough, such an upheaval of conditions in domestic service is getting a great deal of free advertising. I doubt if there has been any one of say fifteen of the big women's magazines which, in the course of the last few months, has not carried at least one big article on this question. Well-known writers, domestic science experts, editors of household departments—all of them have taken a fling at it and offered such varying solutions as community kitchens, greatly simplified modes of living and part time service.

Nearly all of them have missed what to us in the electrical business seems the obvious and sensible solution—the installation of complete electric equipment, or as complete as the pocket-book will allow.

There will be much said and done about this servant question before it is finally organized and standardized. The newspapers will conduct solemn researches and poke fun at the whole thing; the women's magazines will give more time and attention to it; club women will read papers before their clubs.

All this agitation and publicity offer avenues for wonderful appliance activities. It offers new talking points for the appliance salesman and it offers splendid new advertising ideas. It will lend itself especially well to window displays, and it can be made to give a new impetus to appliance campaigns particularly in communities where the servant question agitation is very strong.

Clearing the Clearing-House Club

Uncle Jerry Stackhouse Puts a Vigorous Foot Down on any Form of Agreement with Labor Calculated to Extort Unfair Profits or to Force Business to Firms "in on" the Understanding to Control the Local Fixture Trade

By FRANK B. RAE, Jr.

THE polite business-like stranger who entered Uncle Jerry's little office laid before him three "still" photographs of a moving-picture matinee idol.

The pictures were about six by eight, and at a glance appeared to be the sort of photos used by traveling salesmen who represent made-to-measure tailoring establishments of the cheaper sort—pictures of a vapid looking young he-manikin with exaggerated sport cap, spindle legs and a cootie-roost mustache.

But the clothes of this man in the photographs! He was attired in a suit of broad, horizontal, black-and-white stripes—convict clothes, no less, but made up in the latest modes as worn in bush-league villages and labeled "Broadway."

"Wha—wha—what's the outstanding idea?" stammered Uncle Jerry Stackhouse, in amazement.

"Pretty nifty, eh?" responded the stranger. "Note the fancy patch pockets, the super-dinky pinch backs. Gaze upon the ornate cuffs.

Let your enraptured eye dwell upon the——"

"Are you trying to kid an old man?" demanded Uncle Jerry, severely, "Or are you just plain crazy?"

"Neither. I came in to show you the latest thing in morning, afternoon and evening suitings as worn in our best penitentiaries. A man of your wealth can afford the best. You need not wear the ordinary prison clothes while doing your stretch. In these neat yet snappy habiliments, you will be the envy of every convict in the hoosegow."

"I certainly would cut a figure in one of those suits," agreed Jeremiah, a suggestion of amusement showing in his eyes, "but just at the moment I'm not figuring upon a vacation at the expense of the state."

"No? But maybe your incarceration will be involuntary: the officials have a way of forcing their hospitality on certain folk, you know."

"As a matter of fact," continued the stranger, seriously, "your activ-

ities in connection with the Robbins-town Clearing House Club, which I believe is the name given to the association of local electrical contractor-dealers, appear to be leading you in a pretty straight line toward the county calaboose."

"Eh? What's that—what's that?—Clearing House Club?—Calaboose?—Are you insinuating, young man, that there is anything illegal in the work of the Clearing House Club?"

"Well, I don't want to say exactly that—not in so many words. But I have a hunch that you are edging pretty close to crookedness."

"Sit down!" ordered Uncle Jerry.

* * *

"NOW," said Uncle Jerry Stackhouse, when the party which came in response to his rapid telephoning, had gathered, "you may proceed."

The stranger looked over the men present. There was Jim Lowden, the leading contractor of Robbins-

town, whom Uncle Jerry had befriended in his early days and who had repaid the old man's confidence by working his way to the position of leadership in the trade. There were the somewhat shifty Lanin and the solid Edwards. And there was little Connolly, agent for a farm lighting outfit. These men were the brains and motive power of the contractors' association, or Clearing House Club, which had been organized some months previously to stabilize the Robbinstown electrical market, abate abuses such as wanton and ignorant underpricing, and re-

trical dealers' Clearing House Club was one of his pet activities.

* * *

"My name is Maxwell," began the stranger, "and I own a little chain of motion picture houses."

Jim Lowden nodded. He had done the wiring job on the new Orpheum theatre which Maxwell was just completing in Robbinstown, and he had found him a liberal and intelligent man to deal with.

"Over in Horton Falls, where I also have a house, my brother-in-law runs a small lighting fixture

and uglier words, so I'll call it *graft*. I said, and I say again, that I am unable to have my own fixtures hung in this town by local workmen without paying graft to one of your club's contractor-dealers."

Uncle Jerry sat up very straight.

"Say, look here, young man," he began coldly, "I don't like your talk at all—not a-tall! The members of the Clearing House Club are business men. I don't know what your trouble is nor what you're driving at with your funny pictures of convict clothes and your talk about graft, but let me state



Lanin came to my place, looked over the fixtures I had brought from my factory at Horton Falls and said that he would do the job for about three hundred dollars.

"Too much," said I.

"You can't get it done for less, not in this town," replied Lanin.

"Why not?" I asked.

"Because we have the bulge on you people who come in here with a lot of cheap fixtures that you buy at a fire-sale somewhere else. Every fixture hung in this town pays a profit to one of the fixture dealers located here. No profit, no hanging!"

direct into business-building channels the energy which had previously been wasted in business-destroying competition.

Uncle Jerry Stackhouse was the head of this club, not because he was directly interested in the contracting or electrical merchandise business, but because, having laid away his own substantial little fortune in safe bonds, he loved to dabble in any local enterprise or movement which promised commercial betterment to the town or which offered an opportunity to help and develop promising young business men. The elec-

trical dealers' Clearing House Club was one of his pet activities. I have money invested in it and am an officer of the corporation. Naturally, I bought my lighting fixtures of this concern. Now I find that I cannot get those fixtures hung without paying tribute to some member of the local contractor-dealer organization known as the Clearing House Club."

"What's that—what's that?" exclaimed Uncle Jerry Stackhouse. "Say that again! Where do you get this word 'tribute' which you use so freely?"

"Maybe you'd rather have me use one of those Rooseveltian shorter

and uglier words, so I'll call it *graft*. I said, and I say again, that I am unable to have my own fixtures hung in this town by local workmen without paying graft to one of your club's contractor-dealers."

Uncle Jerry pushed himself forward toward the stranger like a little game cock. He was fighting mad and anyone not knowing him well might have expected an assault on the spot. The stranger, Maxwell, was mad also. Jim Lowden was simply non-plussed. The only person who seemed to have a key to the situation was the contractor Lanin, who sat with a sneering smile and waited developments.

"Mr. Stackhouse," said Maxwell in level tones, "As a business man I know a few things. I know something about labor conditions and unions. I know something about trade associations. You fellows in this town are banded together in a neat little organization designed to extort money from the public. You may get by so long as it's cheaper for the extortioner to pay than to fight. But when you run up against a man of my type and disposition, you can't get away with it. I propose to fight you. I propose to put you in jail if I can. I propose, in any event, to make your nasty practices fully known to the public, so that the town will know what sort of men you are."

"One moment," spoke up Lowden, silencing Uncle Jerry with a gesture. "Let us understand this thing thoroughly."

"I want to say right now that I don't know any more than Mr. Stackhouse, what you are talking about. I did the wiring for your theatre. When it came to hanging the fixtures, I recommended you to go to Lanin, here, because my men are so busy and I have so many orders booked that it would be unfair for me to take the job. Just what has Lanin done to you, or said, that you should accuse us of being a bunch of grafters?"

Lanin's smile broadened. He could, of course, have told the story himself, but he preferred to have the other's version so they could all see how deeply the harpoon had been driven into the hide of this stranger who had come into town with his wagonload of cut-price, factory-purchased fixtures.

"Well, said Maxwell, "either you are running a mighty thin bluff or there's a nigger in the woodpile. The facts are these:

"I phoned Lanin as suggested. Lanin came to my place, looked over the fixtures I had brought from my factory in Horton Falls, and said that he would do the job for about three hundred dollars.

"Too much," said I.

"You can't get it done for less—not in this town," replied Lanin.

"Why not?" I asked.

"Because we have the bulge on you people who come in here with a lot of cheap fixtures that you buy at a fire sale somewhere else. Every fixture hung in this town pays a profit to one of the fixture dealers located here. No profit, no hanging. Of course, if you want to import scab workmen you can get the job done, but—"

"I don't want to import scab

workmen. I want my work done in the regular way, by good men. This talk about scab workmen don't set very well with me."

"Well," said Lanin, "you'll either pay the price I name or you can get the work done by outsiders. That's my last word."

"So I went down to the union headquarters to hire men myself, and I found that in order to hire men I would have to make a contract with the union."

"What's wrong with that?" demanded Uncle Jerry. "The fixture hangers have a strong union here and every man in the trade in this town is a member. They have a fair wage scale and do not act

*The World
reserves all of its
big prizes
for but one thing
and that is*

INITIATIVE

*Initiative is
doing the right thing
without being
told.*

*Next to doing the
thing without being told
is to do it when
you are told
once*

arbitrarily toward employers. Why shouldn't you sign their contract and have the work done shipshape?"

"Do you happen to know what the conditions of that contract are, Mr. Stackhouse? Are you ignorant or are you still trying to josh me?" Maxwell studied the old man's face as he spoke.

"That contract, as you all very well know," he continued, "demands that anyone hiring union fixture hangers shall agree to employ not less than three men every working day for twelve consecutive months. To get my fixtures hung I would have to keep three men on the payroll for a year. Great system!"

"Eh, what's that?—what's that?" The old man jumped as though released by a spring, then flashed a searching look at Jim Lowden. "You, Jim Lowden, what do you

mean by having any such contract as that? Why wasn't I told of this?"

"Search me," said Jim. "First I heard of it."

Uncle Jerry looked from man to man. His eye finally fastened on the self-satisfied Lanin with a sternness that made that shifty individual's smile fade to a sickly grin and finally to a look of real worry.

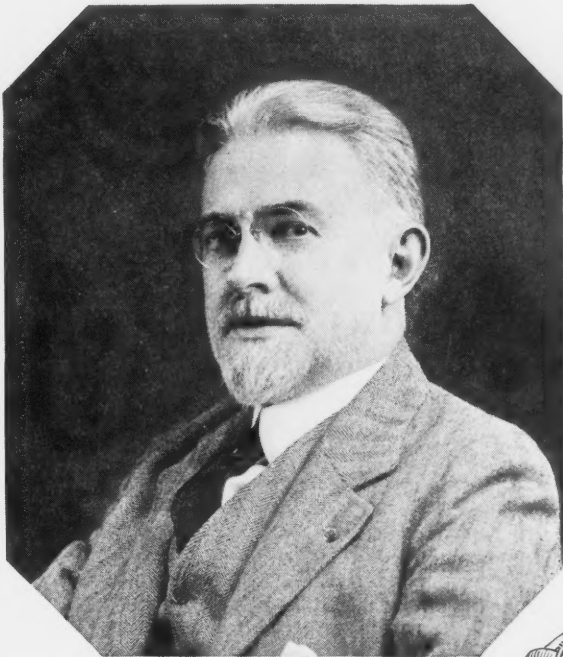
"Well, what are you going to do about it?" he demanded truculently. "I'm the little boy who wrote that clause into the contract. Aaron Laskowitschi, the lawyer who does all the labor-union work around here, came to me and showed me how it'd work. He said he could slip it into the contract underneath a lot of whereases and legal phraseology so's nobody would be hep to its real meaning until some cheap skate came along like this fellow Maxwell here. Aaron made it look like a condition imposed by the union, and you all signed it because you thought it was designed to protect the workmen during the dull season, but it was really a harpoon for us employers to throw into these birds who try to take the bread out of our mouths by robbing us of the profits—"

"That'll do!" snapped Uncle Jerry. "That'll more than do. You talk like a damned Bolshevik whose idea of getting his 'rights' is to do a wrong to somebody else." Turning to the moving picture man, he continued:

"Mr. Maxwell, I want you to realize that we men consider ourselves responsible and honest business people. We have had a joker slipped into our labor contracts, as you have just learned. Just how to untangle this thing I don't know, but I'll promise you that your fixtures will be hung. You will pay a good, fair price for union work and a decent profit to the concern that does the job, but you won't pay any graft—not so long as my name is Jeremiah Stackhouse." And to Lowden he added: "Jim, I guess we better have a house cleaning. Seems like—like—"

The old man's voice trailed off to nothing as he picked up the three photographs of the movie convicts which Maxwell had brought in. He studied them for a few moments, then reached for his pen and wrote a line across each. One he gave to Lowden, one to Lanin; the third he fastened with a tack to the wall opposite his desk. On them he had written:

"A grafting organization is worse than none."



HENRY L. DOHERTY

Because he is a born salesman and optimist; as well as a natural-born inventor and engineer; because he is self-made and self-educated; because he is 49 years old and bachelor; and because he is the idolized head of an organization of 18,000 trained workers in 350 communities handling an investment of \$350,000,000 in electrical and other utility plants.



ARTHUR W. BERRESFORD

Because he is a manufacturer with a vision of the great future ahead for the electrical industry; because of his able leadership of the associated electrical manufacturers touching problems of production, continuity of operation and protection of their interests; and because of his faith in the future of the American manufacturing industry in both the domestic and foreign fields.

*Electrical Merchandising
Nominates
for the*

ELECTRICAL HALL OF FAME

W. R. HERSTEIN

Because he has a clear conception of the jobber's function in the industry because he applies these principles to his own large business of "wholesale only"; because as a leader of the jobbers he has helped steer the E. S. J. A. ship along a safe and sane course; and because, with the viewpoint of a lawyer and banker, he has become the guide, mentor and friend of the contractor-dealers of Memphis and the South.

W. CREIGHTON PEET

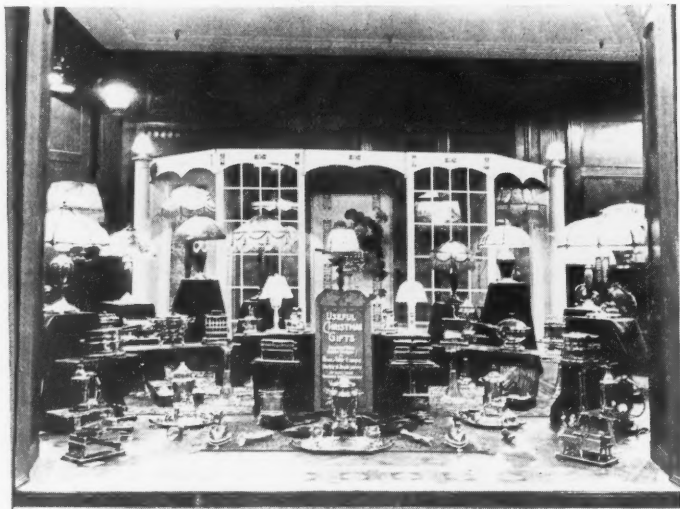
Because he has achieved notable success as an electrical contractor on large work; because he has labored intelligently and unceasingly to improve the National Electrical Code; and because he has unselfishly devoted rare talents, broad culture, and conscientious leadership to the betterment of the contractor-dealer group in the industry.



Put Christmas Gladness in Your Window



The electrical dealer who assists in decorating the community tree will count his returns for months afterward.



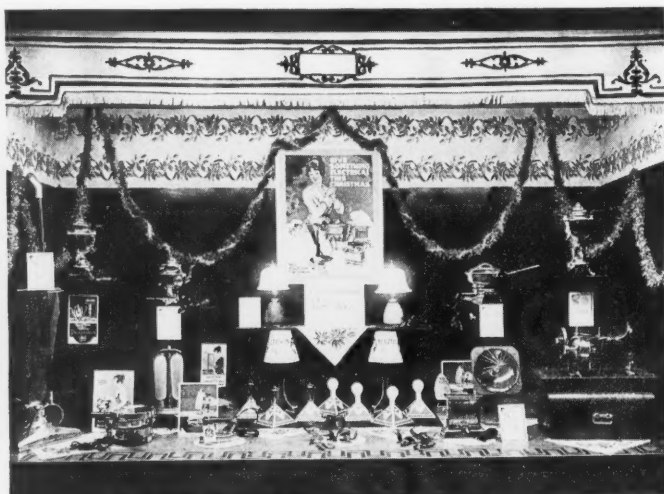
A window of useful gifts offers a wide choice to Christmas buyers in search of suggestions.

CHRISTMAS, the time of gift-giving, is the one time of the year when the dealer ceases to be merely a dealer. He is just a part of the universal spirit of joyousness and goodwill; his everyday character as a seller of goods is lost in the merry hubbub and coming-and-going of busy shoppers; he becomes, without apparently noticing the transformation, a brother, friend, and well-wisher of all those who come to him for help in making their loved ones happy.

Today, the successful electrical dealer, realizing this fact, is planning to put Christmas gladness into every nook and cranny of his store, but chiefly into that part of it which makes his first and most important contact with the public—his Christmas display windows. His window is his fortune, he knows, but never so much so as at Christmas-time, when the busy shoppers flock to those stores that stand out in the array and offer something new in suggesting Christmas cheer.

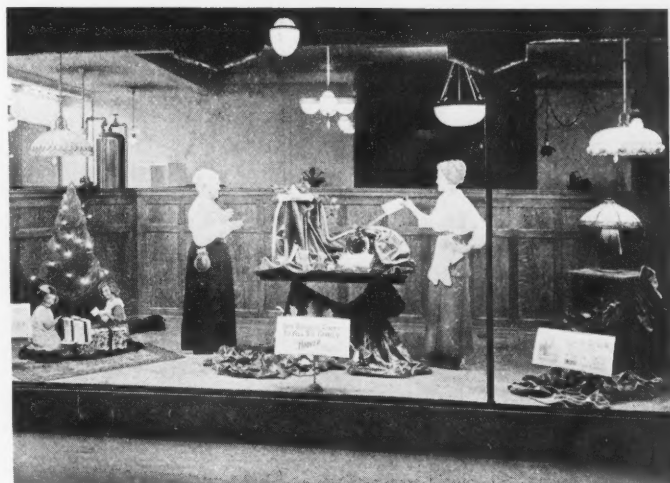


Poinsettias, holly and lattice-work background form an attractive setting for an electrical gift display.



Or the Society for Electrical Development may supply the keynote of your window with its poster, "Give Something Electrical This Christmas."

It Brings Christmas Buyers to Your Store



Cut-outs to bring out the "cheer-to-all-the-family" idea may be used with telling effect for Christmas displays.



A tree—if it is as beautiful as this—is all the decoration your Christmas window needs. Make it the bright spot in your block.

Let not the buying spirit deceive you. The dealer who, counting on the flood of Christmas buyers that will pass his door at this time, is content to sit still without attempting to direct the current within his doors, will find, indeed, at the end of the season, that the flood has passed by him, leaving him high and dry but minus any of the treasures that it would ordinarily leave in its wake.

Plan your window with an eye to suiting the mood of the moment, to fitting the needs of the shopper. Trim it with red and green—the Christmas colors—have a Santa Claus, a Christmas tree, a snow scene, holly, poinsettias—anything, in fact, as long as it is Christmas! And then decide whether you want a "useful gift" window, or a children's window, or a window for father, for mother, or for the old folks—there are many suitable gifts for each.

Only—cash in on that Christmas spirit by being part of it yourself!



A toy window will appeal to young and old alike. Note the fire-place, with an electric fire, in the background, behind the toy train.



A community Christmas tree like this is possible only because of electricity—and do not let your fellow-townpeople forget it.

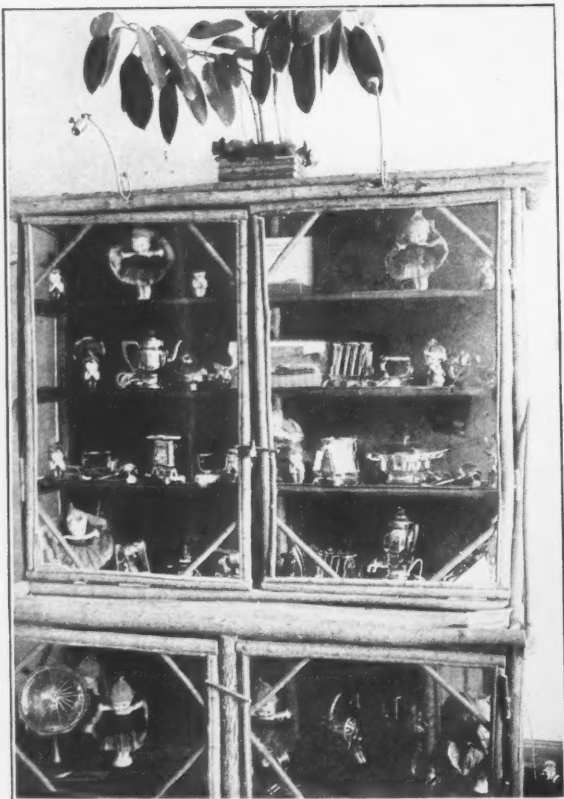
Omaha's "Wife-Saving Station"



Mr. F. A. Carlson, formerly a music teacher in a Kansas City high school, has opened an electrical store at 308 North Sixteenth Street, Omaha, which is gaining fame as "Omaha's wife-saving station." The bluebird idea is carried out in the interior decorative scheme. All fixtures were made of young willow by Mr. Carlson, who evidently is a skilled worker in rustic furnishings.

SOME OF THE NOVEL IDEAS FROM THE NOVEL ELECTRIC SHOP OF F. A. CARLSON

The show windows contrast an "Adam and Eve washing machine," built of willow by Mr. Carlson, and a new 1920 model washing machine which he will handle. This display has attracted much attention and has resulted in some profitable sales.



The only showcase in the store suggests one way of cutting down the cost of display equipment, and the electrical goods do not suffer by contrast with this quaint but attractive homemade furniture. This show case, like the rustic arbors, bird houses, etc., carries out the clever decoration idea of Macterlincks "The Blue bird for Happiness."



Points of Law for Contractor and Dealer

Questions Involving Legal Aspects of Every-Day Business Transactions
Answered for "Electrical Merchandising's" Readers

BY ELTON J. BUCKLEY

Attorney-at-law, Philadelphia

Electrical merchants, contractors and dealers are invited to send in questions of a legal nature which will be of general interest to other retailers. Mr. Buckley—who is a lawyer with wide experience in the business troubles of a number of retail lines, and who has the unusual faculty of making clear to the layman the law points on which he is writing—will endeavor to answer your question in a later issue of ELECTRICAL MERCHANDISING.—EDITOR.

Demanding Money Back on Retail Sales

Under what conditions can a customer demand his money back if not satisfied with something sold at retail?

Of course, if the store has continuously used a policy of refunding the money to dissatisfied customers, every sale is made subject to that implied condition, and a customer could compel the dealer to refund his money, if no notice had been given of the abandonment of the practice. If there was no such practice, the customer would have no legal right to demand his money back, unless the article sold did not bear out the representations which were made of it. In other words, he would have no right to demand his money merely upon dissatisfaction, but he would have a right to demand it upon an actual breach of warranty.

* *

When Customer's Goods Temporarily Left with the Dealer Are Damaged, Whose Is the Loss?

Where goods have been bought and paid for but are temporarily left at the dealer's or contractor's place of business, are damaged, who must stand the loss?

This involves about the same principle of law which is involved in a question on the next page. A dealer or contractor who is temporarily storing goods bought by and belonging to somebody else, is what the law calls a bailee for the sole benefit of the bailor, i.e., the goods are in his possession without benefit to him, but solely for the benefit of the bailor or owner. That means that if anything happens to them, the loss is

on the owner (bailor) unless he can show that it was caused by the extraordinary negligence of the bailee. If the bailee was simply guilty of an ordinary act of carelessness or negligence, and thus caused the loss, he would not be liable, but if he was guilty of some unusual and extraordinary act of carelessness or negligence he would be.

* *

Copyrighting a Store Name

Can a store name, such as "The Jonesville Lighting Shop," be copyrighted or patented or legally protected, so that competitors could not use it? Any name of this kind differs, of course, from the firm or company name.

You cannot patent a name, or copyright it, but you can sometimes obtain trade-mark registration for it. Patent and copyright registration for such a name as "The Jonesville Lighting Shop," cannot be had, however, first, because part of it is geographical, and geographical names such as Missouri, Philadelphia and Jonesville cannot be trade-marked. You can use them, of course, but you cannot pre-empt them. Nor can you trade-mark ordinary words and combinations of words such as "lighting shop," so as to prevent other people from using them, any more than you could trade-mark "paint store" or "ice cream saloon." They are ordinary expressions which anybody or everybody is entitled to use.

The simple adoption of such a trade name, however, if accompanied by the continuous use of it so that it has come to mean a particular store in the public mind, gives you the right to protect it against competitors, without trade-mark registration. That is on the theory that your use and exploitation

of that term, though you could not register it, has given you a property in it which will prevent a competitor from using it in the same way. If he tries to use it, in such a way as to cause confusion in the public mind between the two stores, the laws call it "unfair competition," and you, the original user of the phrase, can stop him.

What could be done in such a case, if the owner of the name wished to make it particularly sure that it would not be copied, is to adopt some kind of a design, with the words "The Jonesville Lighting Shop" worked in in some way. This could be trade-marked as a design, though the registration would give no exclusive right to the words themselves.

* *

When An Employer Is Liable for Purchases Made by An Employee

If the owner of a building refuses to pay for a purchase of lamps or other merchandise made by an employee, say a janitor, who claims to represent the employer, what is the law in this case?

This might happen in three ways:

1. The janitor might have often bought merchandise, his employer paying for it. Subsequently the employer, believing the janitor to have been extravagant in his purchases, refuses to pay for some particular purchase. Or,
2. The janitor may never have bought goods for his employer before, but he comes in now and does so, having them charged to the employer's account. They are used in the employer's business, but the employer refuses to pay on the ground that the purchase was without authority. Or,
3. The janitor had never bought for his employer before, but does so now. Instead of using the goods in his employer's business, he takes them to his own home. The employer refuses to pay.

In the first case, the employer would have to pay because he had accustomed

the dealer, by previous transactions, to believe that the janitor had authority to buy for him. It would make no difference whether the janitor were extravagant, or whether he actually had specific authority to make the purchase in dispute. In fact, it would make no difference if the janitor had taken these particular goods and converted them to his own use. The employer would still have to pay. Viewing the matter from the employer's standpoint, he could prevent such an occurrence by using only written orders. A dealer could avoid it by demanding written orders.

In the second case, the employer would also have to pay, whether the janitor had any authority to buy or not, if the goods were used in his business and he was getting the benefit of them.

In the third case, the employer would not have to pay, because he had neither authorized the janitor to buy, nor had he gotten the benefit of the purchase.

* *

The Employer's Liability for Damage Done by Workmen

If an electrical workman causes unnecessary damage to a house or its contents, is the employer responsible for damage? If he is, can he legally charge the employee in turn?

The employer is unquestionably responsible, if the damage was done in the course of the work the employee was sent there by him to do. He is not responsible if the work was wantonly done and was outside the line of the employee's regular work.

For instance, a man was sent to wire a house. A carpenter, as the house owner knew, was to have gone with him to make certain changes in the woodwork prior to electrical installation. The carpenter did not appear and the electrician undertook to do the carpenter work himself. He did it very badly. In fact, he did great injury to the walls and floor. In this case the employer would not be liable, for the employee, in causing the damage, had gone outside the work he had been sent there to do. The owner's claim here would be against the electrician personally.

But if the employee, while doing his regular work, caused some damage, whether carelessly or not, the employer will be liable to the house owner. He can, of course, get back from the employee everything he had to pay on account of the latter's negligence, but I fancy he would make no effort to do so if he were maintaining a union shop.

Some employers make their employees sign contracts authorizing the employer to deduct from their wages all sums which he has to pay out on account of their negligence. This is a good plan—if the employee will stand by it.

* *

Whose Is the Loss When Electrical Goods Are Stolen From Premises Where They Are to Be Installed?

If electrical goods are stolen from the premises of a building where they are to be installed, who must stand for the loss, the owner of the building or the contractor?

If the contractor put them there, he must naturally stand the loss, because they belonged to him. Title had not yet passed to the owner of the building and it could not pass until installation. If, however, the stealing was made possible by the negligence of the owner, he is responsible. But the owner, not having asked the contractor to leave the goods with him, would have to be guilty of extraordinary negligence in order to make him liable. No ordinary negligence would do it, because of the fact

that leaving the goods on the premises was wholly the contractor's doing and was done for his own benefit.

About That War Tax on Portable Lamps

A point about the war tax on portable lamps and shades that has been puzzling some dealers—whether lamps and shades purchased separately are taxable—is explained in a recent letter of Deputy Commissioner James M. Baker of the Treasury Department. The law provides, of course, that after May 1, 1919, a tax must be paid by purchasers of portable lighting fixtures, including lamps of all kinds and lamp shades, exceeding \$25 each. The tax is 10 per cent of the amount in excess of \$25. As provided in the law, a portable lamp and shade sold jointly are to be regarded as a single item for taxing purposes. In the case of a lamp and a shade purchased at the same time, even though in different parts of the same store, Commissioner Baker explains, it will also be regarded as one sale for taxing purposes—this ruling being necessary to prevent evasion of the tax.

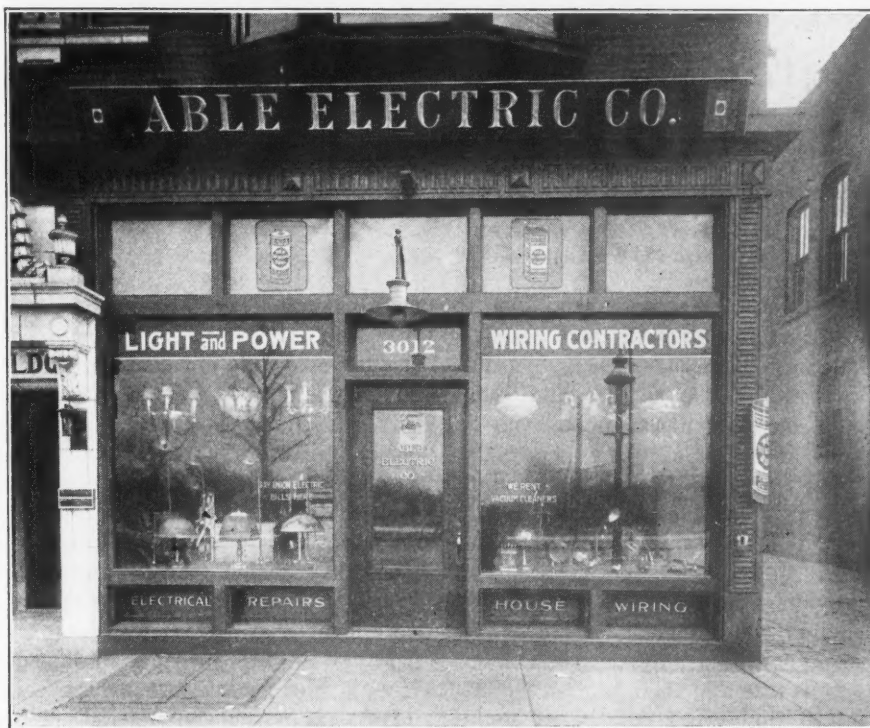
A shade pertaining to a portable lamp or lighting fixture, if sold separately, will also be taxable. The tax cannot be included in the selling price, but must be billed as a separate item.

"Give Something Electrical and Make It a Merry Christmas" Is Slogan of Minneapolis Dealer's Holiday Decorations



Dealers who prefer simplicity, tastefulness and good cheer in the Christmas decorations in their stores are likely to come nearer the mark than those who strive for over-elaboration. Note the effectiveness of the decorations in this store, that of the Sterling Electric Company, Minneapolis, Minn. There is an absence of the usual profusion of messy leaves, colored cards, tissue and crepe paper, etc. Instead there is just the big sign across the extreme end of the store (which, of course, is much more striking to the customer within the store than it is in the photograph), reading, "Give Something Electrical and Make It a Merry Christmas"—and the electrically illuminated Christmas festoons across the room.

A Pay Station for Electric Light Bills in Every Electric Shop Means Increased Sales



Here is the shop of one electrical dealer who thought it a good investment to establish a pay station in his store. "Pay Union Electric Bills Here" is one of the signs on his window, and almost every person who comes to pay an electrical bill utilizes his good opportunity to look around and see all the appliances he needs for his home. This dealer doesn't need to worry about getting people into his shop.

ONE of the greatest difficulties of any retailer—that of getting people into his store—is solved almost immediately by having a pay station for the light company's customers at the store.

A pay station not only brings thousands of people into the store, but attracts the kind of patrons 100 per cent of whom are prospective customers. Each one uses electric service and requires lamps. They are or should be users of electric appliances, and the more they have the more they will want. Some of them also want a little contracting work done from time to time. In short, the contractor-dealer has a good prospective buyer for everything he has to sell, every time a consumer comes in to pay an electric light bill. The visitors may buy little or nothing at the time they pay their bills, but that is when they form their impressions of the store. If the impressions are at all favorable, these users of electricity will follow their natural inclination and return for everything electrical they may want.

It may be thought that no lamps could be sold where they are still renewed free or practically so by the

central stations. This will depend somewhat on conditions but more upon salesmanship, according to a St. Louis dealer.

War-time economies made it desirable for the Union Electric Light and Power Company, St. Louis, Mo., to close its two branches. When this became known in the city, some of the electrical jobbers got busy and found two contractor-dealers who were willing to take over the branches on the day the central station gave them up. Records showed that many thousands of people were in the habit of going to those branch offices for everything electrical, and it was to keep these electrical consumers in the same beaten track that the two dealers moved into these new quarters.

Everyone wanted free renewals or allowances on lamps, until the change in ownership of the stores was fully explained. Some would insist on taking their lamps to the main office of the light company to get renewals, but all would not do so by any means. One of the contractor-dealers shared a small store with a plumber before he moved into the central station branch, and in a short time after the change the profits on lamp sales were

sufficient to cover the increase in his rent.

The old rule that you cannot get something for nothing applies to this business the same as to any other. This St. Louis experience has taught the trade there that the jobbers and contractor-dealers must work together to convince the central stations that electrical retail stores are the logical places for electric pay stations. Where there is no electrical store in the desired neighborhood, and a contractor-dealer cannot be induced to locate his business there the St. Louis trade believes that as a last resort a hardwareman would do more good for the electrical industry than a druggist.

RETAIL STORE THE LOGICAL PLACE

To make the most out of a pay station after he gets it experience shows that the dealer should be prepared to rent a good store, fit it up attractively and always keep it bright and clean. Some plan should also be worked out beforehand for handling with courtesy and dispatch the large numbers who wait until the last discount days to pay their bills. Fortunately, the business of the store is usually at a minimum during those few days. People see that the clerks are busy, and rarely make purchases at that time if they can help it. On the other hand, it must be remembered that the impression formed when paying bills determines to a large extent whether they will return to the store when they want an appliance, some lamps, or a receptacle installed.

Letting a "Tired Woman" Rub a Lesson Home

Making women hate the old-fashioned, back-breaking way of washing is the surest way of selling them electric washers, one Sacramento, Cal., dealer found. He had an automatic dummy of a woman made, and placed it in his show window over a tub full of dirty clothes. All day long this tired and disgusted looking "woman" worked over the clothes, bending up and down until it seemed that her back—although it was steel—would surely break. Beside her, the latest model washing machine, running smoothly and efficiently, made a striking contrast, that wasn't lost on a woman who passed the shop. The Sacramento Appliance Company, 1003 K Street, is the name of the store.

Special Lighting Effects for Christmas Entertainments

Some Hints for the Electrical Contractor Concerning Suitable Holiday Decorations

By A. L. POWELL

DO WE electrical contractors, engineers and central station men take full advantage of the wonderful possibilities of electric lighting? Are we in the habit of seizing every opportunity of getting our message across to the general public? Are there not many cases where our natural inertia or lack of foresight causes us to let chances slip by, which may prove of considerable value at some later date?

There is one thing certain, very few are yet keenly awake to the decorative possibilities of colored lighting. Very little is used in the home and other places where it is important. It is the writer's opinion that the big advances in the lighting art during the next decade will be in this direction. As the "raw light" grows less costly through increase in efficiency of lamps, more can be consumed in modifying it. Central stations should be very active in pushing the use of light for decorative purposes for this will build up revenue from residence customers. Moreover, the consumer will be getting something of real value for his money, something that he did not realize was available and that will give him pleasure and comfort.

The writer recently had a little experience which illustrates some of the potentialities of colored lighting, particularly in connection with Christmas entertainments. The Sunday School of his home church was planning to have a series of Christmas tableaux. The committee in charge wished "special lighting" installed for one of the scenes, and the writer was asked to supply this. After watching one of the rehearsals he decided that some of the most interesting effects could be obtained, and he therefore installed equipment as indicated in the sketch opposite. The effects were excellent and the lighting was very favorably commented upon and forcibly brought to the attention of all present.

The point that this incident brought to the writer's attention is, in brief, as follows: The central station man and

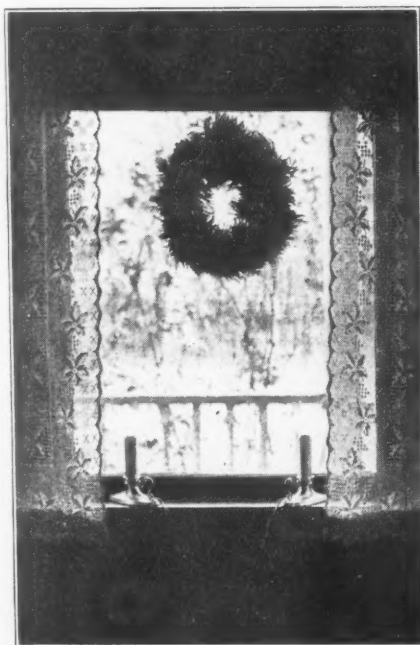
the electrical contractor should be the men in the community best posted on lighting. They should be the local authorities on the subject and should build up a reputation of knowing the "how and why" of light application.

Certainly no greater opportunities present themselves than those similar to the one described in this article. If the contractor does a "good job" in providing special lighting for a school or church entertainment, everyone will soon know he was responsible.

It is true that there is often no direct return from work of this nature. It

may take a half day's time and involve the loan of some equipment. The charge would have to be entered against advertising or good-will, but it is excellent advertising and often leads to bigger business. The writer has handled a number of church lighting and similar propositions which were a loss, considering them alone—but some prominent merchant or manufacturer on the official board or committee, noticing the improvements, has decided to revamp the lighting in his own establishment. Here is where you "cash in" on your investment in time and material.

Christmas Window Candles—A Chance for the Dealer to Revive an Ancient Custom



At Christmas time, in many European cities, the front windows of houses are still lighted with wax candles, and fortunately, of late years, America has gradually been reviving this ancient custom. Only here, where wax candles are regarded as "messy" and dangerous near inflammable curtains, electrical candles have come to take their place. The extension of their use suggests a new field for the enterprising electrical dealer who knows how to use his window card, circular letter and other advertising matter. In Chicago, where electric Christmas candles have "caught on" during recent holiday seasons, the dealers have suggested to buyers that the candles afterward be used as boudoir lamps.

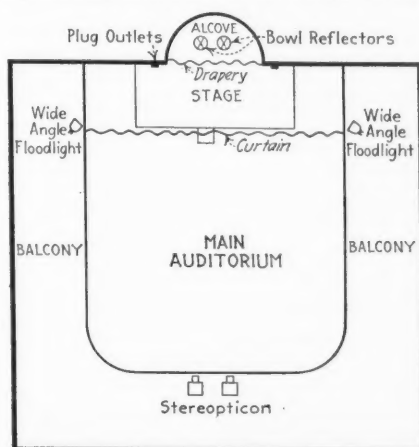
The following outline of the method used for lighting the Christmas entertainment referred to may suggest schemes which are applicable to some of the problems you may encounter. To get a striking lighting effect, it is not necessary to design or purchase elaborate apparatus. Crude home-made material often serves well, and standard reflectors and the like can be applied with a high degree of success. These lighting problems are most interesting and present wonderful opportunities for ingenuity and originality.

The tableaux described were held in the Parish House of the church on a stage approximately 10 ft. deep by 20 ft. wide, with a semicircular alcove at the rear. This was separated from the stage by a drapery which also served to hide the properties and musicians. The committee was using a very dark green plush curtain for this drapery, which would have absorbed practically all the light falling on it. A white hanging was accordingly substituted. A balcony extended as indicated in the illustration and the main curtain for the stage was suspended between the two sides.

Lighting equipment was installed as follows: At the rear of the balcony two stereopticons with 500 and 1000-watt Mazda C concentrated-filament lamps, respectively. At the two sides of the balcony opposite the stage and pointing toward it, wide angle flood-

lights with 1000-watt Mazda C lamps; in the alcove behind the stage pointing toward the dome-shaped ceiling, bowl reflectors with 500-watt Mazda C lamps; special units on the stage proper as described later.

Control of the house lights was obtained at the main switchboard, while men stationed at the stereopticons,



How the special lighting reflectors were arranged for the Christmas scenes presented in the church auditorium.

floodlights and behind the stage changed color screens and manipulated individual snap switches. No special wiring was necessary as the units were attached to the present circuits.

Scene 1.—Prophecies from Isaiah: A man clothed in black robes with white cowl and turban, served as a prolog in reciting the prophecies from Isaiah concerning the birth of Christ.

The auditorium was entirely darkened as he stepped between the opening of the curtain on to the small platform shown in front of the stage. The spot from one of the stereopticons was made to cover just his head and upper part of the body. This was easily done by properly cutting a piece of cardboard and using it in the slide holder. This spot flashed on suddenly in the total darkness revealed the speaker in marked contrast to the dark background and made the picture most effective.

Scene 2.—Enunciation to the Shepherds: Four men characteristically clothed were grouped about the center of the stage and three characters to represent angels were placed on a platform at the rear.

The floodlights, bowl reflectors and one stereopticon were provided with dense blue gelatine screens and all in use. The other stereopticon had a piece of cardboard in the slide holder with a minute hole through it. This caused an excellent reproduction of the Star of Bethlehem to appear in the dome above the alcove. An imitation camp fire was used in the center of the stage. This consisted of a 25-watt red bulb lamp placed in a small pan to conceal it. The light from this shining through an armful of small twigs gave an excellent effect. The blue of the moonlight, the star and the fire added remarkably to the picture.

Scene 3.—Mary and Joseph and the Babe: Mary was reclining on a couch by the manger and Joseph by her side.

As the scene opened the only light was a small spot from the stereopticon covering

the manger and Mary. The pose was held for a short time when two angels appeared from behind the drapery. At this instant the floodlights and bowl units equipped with amber screens were turned on and the stage filled with brilliant light coincident with the angel's appearance.

Scene 4.—Court of King Herod: The three wise men bearing gifts were grouped about his throne receiving instructions as to their journey.

The chair used to represent the throne had attached to it a considerable number of colored miniature (Christmas tree) lamps, which formed passable imitations of sparkling jewels. The stage and alcove were flooded with red light, while a small clear spot brought the King into a special prominence. The gaiety of the court was thus simulated.

Scene 5.—Adoration of the Shepherds: Mary was seated in front of the manger with Joseph and the shepherds grouped about.

The only light used in this scene emanated from the manger. This was in reality a wicker clothes hamper filled with hay. A 100-watt Mazda lamp in an angle reflector was placed in the basket. Over this was laid a yellow gelatine screen and a piece of cheesecloth to hide the mechanism. This equipment directed a moderately strong light on Mary and the background. The others were revealed in striking silhouette. The lighting was extremely simple, yet most impressing and excited much favorable comment.

Scene 6.—The Wise Men Present Their Gifts: The arrangement of the stage was the same as in the previous scene, with the wise men substituted for the shepherds.

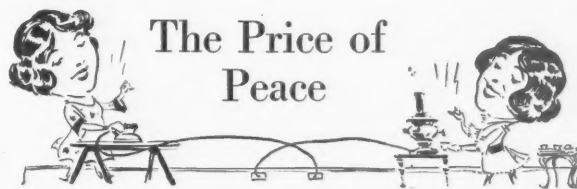
The same lighting was used, save that the floodlights equipped with blue green screens also illuminated the scene, giving the effect observed just before daybreak.

Scene 7.—Peace Tableau: A young lady to represent Columbia was standing on a pedestal in the center and about her were grouped girls representing the Allies, dressed in the native costumes.

One floodlight used an amber screen, the other green, the stereopticon red, and the bowl units blue. This mixture of various lights coming from different directions produced a wonderful variety of tints in the high lights and shadows. At a prearranged signal all lights were extinguished and from the stereopticon a red, white and blue star was projected on the dome above the alcove. This remained on an instant when the main units were again flashed on without the color screens; illuminating the stage to a very high intensity before the final curtain.

The tableaux were well conceived and the characters effectively costumed. The entertainment would, undoubtedly, have been pleasing if no special lighting effects were used. With the constantly varying and appropriate lighting, however, the pictures were infinitely more interesting, holding the audience's attention in a strong manner. What theatrical performance would be especially appealing if the auditorium and stage were equally bright? Yet in many amateur "shows" no provision is made for keeping the attention on the performance. In other words, stage lighting is absent.

Take advantage of such opportunities to increase the public's appreciation of the possibilities of light.



BY C. L. FUNNELL

Domestic, tranquil, blissful peace is wooed in sundry ways.

One method is to hang a sign above the clock, which says:

"God Bless Our Home"—a frame-up which may work one time in nine;

But standard outlets, plugs and prongs make every home divine.

If Clarice cares to curl her hair in Aunt Amelia's bower,

Or press her cat's-ear chiffon veil 'neath hubby's needle shower,

It must be done; each two-piece plug must tap in any line,

For standard outlets, plugs and prongs make every home divine.

When Henry finds an inner tube has ceased to harbor air,

And drags it in the kitchenette to vulcanize it there,

He'll cuss if sockets fail to sock because of their design;

But standard outlets, plugs and prongs make every home divine.

The samovar not only sams within the dining hall;

It's also asked to tickle tea upon the porch, withal.

Unless its plug hooks up with juice the gods of joy resign—

Thus standard outlets, plugs and prongs make every home divine.

When all the lamps and curling irons and each electric fan

Have plugs that fit all outlets there'll be lots more peace for man.

The world will see the tendency toward fireside fights decline,

For standard outlets, plugs and prongs make every home divine.

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

believes that:

1. Goods must be sold and business done at a profit.
2. Business comes to the man who goes after it.
3. Central stations must compete with other retailers at a profit.
4. The contractor-dealer must go after business if he expects to get what he deserves.
5. Discounts in the chain from manufacturer to jobber to dealer must be so adjusted that every man who has a function gets paid for it.
6. It is to the central station's interest to encourage and foster retail sales by every retail electrical dealer in its community.
7. Electrical contractor-dealers should cease selling merely wiring jobs or appliances, and sell an electrical service.
8. The electrical merchant—central-station man, as well as contractor-dealer—must analyze his business, know his costs, and adopt modern merchandising methods in both buying and selling.
9. The electrical trade must think and practice "Quality Electrical Work," using quality materials. This means that owners, architects and builders must be shown the advantages of equipping houses throughout with convenience outlets; that plugs and receptacles must be standardized; that fixtures should be equipped with standard-plug connections; that lighting outlets and switches be located with regard to the principles of good illumination and convenience; and that meter-boards be so located that meters can be read without entering the house.
10. It is the duty of every electrical man to help educate the public to use electricity and electrical devices that lighten the labor of the home, office, shop and factory. To this end we urge local newspaper advertising on the part of every dealer handling electrical appliances, and that advertising departments of local newspapers be made part of the local electrical industry.

A Confidential Christmas Call

THIS is a year when thousands of large labor-saving appliances can be sold as Christmas gifts. They will be. For the need is greater, the desire is stronger, the idea is firmer fixed. And the dealer who goes in secret to the husbands at their offices and suggests a sweeper or a washer as a real gift of help and comfort for their wives, will win. Take your orders for delivery on December 24th. Promise a Christmas tag and a red bow.

Men will buy expensive things at Christmas time. Why not? It's Christmas. They are always looking for some practical, sensible gift. Well, here it is. Go to the husbands in strict confidence. Sell them a dish washer, an ironer, a clothes washer, a cleaner. Weave the Christmas spell around them. You can do it *now*.

Why Not Plug Connections for Fixtures?

MODERN dwellings are equipped with plug outlets at the baseboard level for connecting up portable lamps and appliances.

Why not have similar plug-outlet connections for all ceiling and bracket fixtures, in place of our present unmechanical, time-consuming and ugly soldered-and-taped joints?

The ingenuity of the outlet-box makers can certainly produce a flush-plate, standard-prong outlet for use on plastered walls and ceilings, its face plate to be provided with screw holes or a threaded recess for supporting the fixture mechanically. A standard prong plug on the end of the fixture wires would make connection easy, while the whole would be covered by the fixture canopy.

Such a plug connection would be workmanlike and electrically far safer than the present bunglesome taped and soldered (but often *not* soldered) joint. It would save time and labor in hanging fixtures, it would permit any fixture to

be disconnected for socket repairs without pulling the house switch, and it would make changes in fixtures easy.

If we are to have the fixtures of the future considered as style "lighting furniture," changeable at will, plug connections for all wall brackets and ceiling fixtures constitute the first step within our own trade.

A Clean-up For Cash!

CERTAIN American cities are having "Clean-Up Days" this fall—days to clean house, to get rid of accumulated "junk," and to put things in order.

This house-cleaning purpose is one that a lot of fixture dealers can put into effect right now, to their own cash profit. Thousands of dollars worth of old fixtures are hanging in showrooms, stockrooms and cellars of fixture shops all over the country. Shop-worn but good, these fixtures can easily be cleaned up, polished and made usable at little cost. Today, when dealers' stocks are depleted, the fixture makers are weeks behind in production, and the public's demand for fixtures has reached unprecedented proportions, is the time to convert this dead fixture stock into ready cash.

The present clean-up sales opportunity for fixtures is likely to last only a few months, unless we are to have another open winter which would permit building to go on right through to spring. In that event, the fixture shortage will grow more acute than ever.

Now is the time to convert every foot of brass into cash! *Now!*



Distribute Your Overhead Fairly

SHOULD not overhead be distributed *fairly* over every dollar of sales?

Every now and then, one hears of a contractor-dealer who, despairing of a practical way of figuring a fair overhead on contract work, switches the burden of earning the entire overhead of the business to his sale of appliances and wiring supplies. Recently, a contractor-dealer was heard to state that he charged only for material and labor on contract work and made his appliances earn all the overhead. How can this result in a fair price for either the contract work or the appliance?

If you do this, it is not fair to the customer nor to your competitor nor to yourself. When Mrs. Jones buys an electric toaster, it isn't fair to ask her to pay part of the overhead that Mr. Smith did not pay on his wiring job. It is not good business to let Mr. Smith pay less for his work than it cost. You may, in this manner, cut prices on contract work and beat out a competitor, but you certainly load a burden on supplies and appliances which will slow down their sale and help your competitor. You are making one of your horses pull the heavy end of the load all the time and an ultimate breakdown of the team is inevitable. In adopting such a makeshift financial policy, you merely surrender to the problem of overhead, you do not master it.

HINTS FOR THE CONTRACTOR



Ideas on Estimating, Stock Keeping, Shop and Construction Methods, and Collections

A Contractor's Prospectus to the Man Who Is About to Build

"Putting your housewiring problems up to me at the outset may save you a great deal of later regret." That is the keynote of an unusual booklet prepared by George J. Beattie, Toronto contractor, for distribution to men about to build new homes. It is unusual in being one of the most ambitious efforts yet made by a contractor to reach that large and increasing class of prospects, the men about to build, with the new message of "Quality Electrical Work." And it reaches them, not after the building plans are made, or the building actually started, or the house actually completed, but while the plans are still in the making, so that the message of foresight, sufficiency and proper placing of convenient outlets may not be wasted.

GO OVER PLANS CAREFULLY

"The first step in building the new house," says the booklet, "is to go over your plans with your architect carefully and discuss in detail everything that you expect to do electrically, not only now but also in the future. Not every home will want all electrical conveniences, or even a large share, at the outset. But provision should be made at the beginning for later eventualities, because it is far cheaper and better to do this when the home is being built.

"We have found that the best results come where the owner permits us to work closely with himself and his architect and builder. After the preliminary consultations, we submit our estimate, in complete, detailed form, so that you know where every blessed bit of wire, conduit, switches, outlets, fixtures, and so on, are to go, and what quality of materials is to be used. You have then only to tell us to go ahead—and forget all about it."

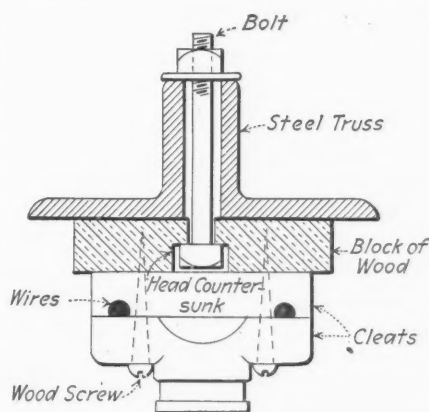
Two more pages are illustrated with pictures of beautiful Toronto homes, wired and equipped by Mr. Beattie. But by far the most in-

teresting part of the booklet is the four pages devoted to plans of a model house, from basement to garret, completely equipped for electricity. Every possible thing that could interest the home-builder is shown on these diagrams, from feeder runs in the basement to outlets for toys in the play room. Another interesting page gives a list of electrical appliances that have become, or are becoming, home necessities, all requiring provision for convenience outlets.

Open-Work Conductors on Steel Members

BY C. WALKER

In modern steel-frame industrial plant buildings there is often occasion for carrying open-wire circuits along the roof trusses and other members. An economical and satisfactory method of accomplishing this is illustrated in the sketch. It consists in clamping, with through



bolts, a wooden block to the steel angle, struts, ties or chords. Each block is bored for the bolt and is, in addition, countersunk so that the head of the bolt will lie below the surface of the block where it will not interfere with the mounting of the porcelain on it. To this block the porcelain cleats can be sustained with wood screws. Small receptacles or other wiring fittings can be mounted on these wooden blocks, which are bolted to the steel members.

Collect All Bills Promptly

BY L. K. JOHNSON

Most credit customers look to the creditors to prompt them to pay. They reason that it is to his interest to have them pay rather than to their interest to pay, and that if he has no interest in collecting his accounts there is no reason why they should worry about paying promptly.

The records that have been made by business men's associations organized for the purpose of reducing the number of bad credit accounts indicate that many of the slow payers have actually been created by the business men themselves. The lack of force with which slow accounts have been followed up has caused the people who have a tendency to be slow in meeting their obligations to develop this tendency to such an extent that they never pay in full.

"POOR PAY" BUSINESS NOT WORTH HAVING

All accounts due should be promptly collected. If they can't be collected it is better not to have the business of the customers who do not pay. Most accounts can be collected if the business of collecting them is gone about in the right way. Tact and judgment are required. Promptness in meeting appointments and following up promises to pay are essential.

SELLING ON EASY TERMS

More business can be done where electrical appliances are sold on easy terms than where all of them are sold for cash. More money cannot be made, however, unless all accounts are collected promptly. It must not be left to the customers to pay. A certain number will pay up promptly. Many of the accounts will have to be collected, they will have to be followed up.

Use letters and collectors to get these accounts in. Don't let any of them get behind. Pay just as much attention to collecting bills as to selling goods. Some installment houses appear to pay even more attention to collecting than to selling. By paying attention to collecting they experience little difficulty in making sales because the people collected from buy more goods. Their friends buy more goods. It is only through careful attention to collections, however, that this is possible.

Separate Overheads for Labor and Material

One New York contractor who does a great deal of motor repair and maintenance work, finds it desirable to itemize his overhead percentage into two separate divisions, one based upon labor cost and one on cost of material. His formula for figuring the selling price of a motor repair job is:

Cost of labor plus 65 per cent Cost of material plus 20 per cent	} plus 20 per cent for profit.

Thus for a repair job which cost \$100 for wages of workmen, and \$100 for material used, the price would be figured as follows:

Cost of labor, plus 65 per cent = \$100 + \$65 = \$165
Cost of material plus 20 per cent = 100 + 20 = 120
\$285

Selling price = total cost, plus 20 per cent = \$285 + (0.20 × \$285) = \$342

Merchandising Wire to Advantage

Two worth-while points in connection with the merchandising of wire were recently noted in an inspection trip through a jobbing house and a retail store. Both involved the accessible display of stock. In the jobbing establishment, all wire stocked was displayed on reels in a well-lighted basement in which ample space was provided to pass between the different sized spools; the windows were relied upon to supply daylight for convenient inspection and there was no climbing into dark corners or over dirty debris necessary in order to see for oneself exactly what class of wire could be had. The stock was extremely diversified, and all standard sizes used in light and power wiring were maintained, the quantities varying, however, in accordance with the prevailing demands. In the larger sizes of cable, the stocks maintained were run considerably smaller on account of the overhead expense involved, but it was the aim of this house always to have on hand enough heavy cable to meet the needs of its customers for a few hundred feet or so of the larger sizes.

In the retail house, attention was called to the wire stock by placing neat coils of different-colored interior wiring sizes on a set of shelves behind a glass front and below the main counter. A space of at least 3 in. to 6 in. was allowed between coils;

the coils were never bunched, and no other material was shown in connection with the wire. The windows were used for other electrical equipment displays. The effect on the casual passer-by was immediate, because a product ordinarily relegated to the hinterland of display was set forth in variety and neatness.

Taking the Sting Out of a Back-Door Order

There is many a contractor-dealer who knows his business would be better off if his workmen always used the rear door of the store, and who yet hesitates to issue a direct order to make the men use the back door. One dealer in Michigan took a great deal of the sting out of such an order by a simple statement to show the men why the order was posted. His notice read:

"After April 30 all workmen will use the back door and will not enter the salesrooms. Kindly take this notice as intended—for the good of the business."

Paying the Repairman for "Knowing How"

BY GEORGE HANFIELD

"Repair work cannot always be figured according to the simple formula of 25-and-20, or even 'add 50 per cent,'" says a New York City contractor who holds that the electrical man is justified in charging a good, fair fee for the "knowing how," in addition to the mere work and material that go into the job. This man takes into account the value which the service is worth to the customer in making up his price, and if the service rendered is worth \$20 instead of \$5, the \$20 figure is the one that goes into the bill and is invariably paid cheerfully by the customer, he says.

"The electrical man spends a long time learning the kinks and wherefores of his business, and is entitled to be paid for this period of preparation," thinks the contractor above quoted, "as well as for the time and material used at the moment of actually doing the job." In the same way, this contractor believes that his shop can handle no repair job profitably for less than \$1. Accordingly, if a woman brings in a percolator, and only a simple screwdriver repair is needed, the price is still one "iron man," but the clerk takes the perco-

later, gives the woman a receipt for it, and asks her to call for it next day when repairs will be completed. This practice enables his shop to make the repair without loss, thinks the contractor, while his methods of keeping the appliance overnight prevents the customer from becoming disturbed at paying this fee for a comparatively simple operation.

"Add 25 and 50, if you want to build a business that will earn a profit," says this money-wise contractor-repairman.

Points on Soldering Small Electrical Connections

Care should be used in selecting fluxes for use in soldering small electrical connections and electrical equipment of any kind, especially where the work is to be done on fine wires and small connections that would easily be damaged by the corrosive action of some

In general, soldering fluxes are sold either as acid fluxes or non-corrosive fluxes. The former contain acid in their make-up and are corrosive and unsuitable for use on small electrical parts. Tallow and rosin are used to make up most of the non-corrosive fluxes; rosin being the more widely used. These fluxes do not react chemically with copper, but simply clean the oxide coating from the metals so that a better bond is formed between the solder and the metal.

Here are three fundamental principles to be kept in mind for successful soldering of electrical connections; first, be sure that the parts to be soldered are free from oxide and other dirt; second, see that the metals to be soldered are as hot as the solder; and third, have the solder hot enough to flow easily. The best temperature for soldering is that at which the flux used will just keep the parts to be soldered free of oxide. The formation of oxide is in proportion both to the temperature of the solder and to the amount of lead contained. Pure tin melts at 440 deg. Fahr. and pure lead melts at 640 deg. Fahr. Certain mixtures of the two metals, however, have a lower melting point than either tin or lead. For instance, a solder containing 65 per cent tin and 35 per cent lead will melt at 347 deg. Fahr. Therefore, a proper mixture of the solder is just as important as proper fluxing materials.

Automobile Accessories Carry 100 Per Cent Margin, Says This Dealer

As a line for the electrical dealer to carry, electrical automobile accessories are far more profitable than the electrical appliances ordinarily carried in the average electric shop, declares M. Erlanger, secretary and treasurer of Eugene I. Rosenfeld & Company, who have one of the principal electrical stores in Baltimore, located on Baltimore Street, the leading shopping thoroughfare. Electrical automobile accessories have become one of the principal lines of this concern.

Automobile accessories of all kinds carry a margin of about 100 per cent, explains Mr. Erlanger, and the devices as a rule move much more rapidly than ordinary electrical heating appliances or labor-saving devices. The sale of automobile accessories brings many rewiring jobs to the contractor-dealer's place of business, and the people who come in to buy automobile devices are also "prospects" for the electrical merchant's regular lines of merchandise. The experience of the Rosenfeld company in handling auto accessories has been extremely gratifying, and Mr. Erlanger recommends this important line to any dealer desiring to increase his volume of sales.

Put Selling Arguments Into Your Advertising

If you presented your business card to every person in town and did not say a word you would probably secure some business. This card would reach some of the people just at the psychological time and they would simply insist upon spending some money with you. If, when you presented your card you told the people something about your business you would secure greater financial returns from your efforts. If you went still further and gave them a good selling talk bringing out the advantages you have to offer, the increase in business would be still greater.

The man who uses the space he buys in local newspapers to print his business card in, secures some business for the money expended. The man who adds to this a few explanatory words about his business secures a little more. The man who changes his copy each issue and uses for his

copy real news of his business and real selling talks for his merchandise finds that advertising not only pays but that it goes farther to make a merchant rich than any other sales effort that can be employed.

GET PERSONALITY INTO ADS

Put into your advertising space exactly the same arguments you would use if you were talking to all of your prospective customers face to face. Make your advertisements talk just the same as you would have your salespeople talk. Advertising is merely printed salesmanship. It is



not pleasing the space seller of the newspaper, it is not spending money to show people that you have it to spend—true advertising is the highest grade of salesmanship.

It is necessary always to bear in mind that advertising is salesmanship, when writing the copy. The office boy can't do a job like that. He is not a good enough salesman. The sales talk you put into the advertising space is going to reach more people in town than the sales talk given by any salesperson. For this reason it is necessary that it be a better sales talk than that used by anyone doing personal selling. The advertisements should be so good that all can secure sales suggestions from them.

Furniture Buyers Good Prospects

A New England contractor-dealer made considerable money last year, and expects to make more this, through the following plan:

He went to all the furniture dealers in his locality and secured from them the names of householders who had purchased \$50 worth or more of furniture. To these people he wrote a letter, not mentioning the furniture purchase, but simply in general terms, suggesting the desirability of renewing their lighting equipment, either through the purchase of new or additional fixtures, or by changing the glassware to more modern and attractive patterns. He inclosed colored pictures, furnished by the manufacturers, so that the prospects could visualize the proposition and apply it to their own homes.

The result was a large amount of business; and while some of the sales were small, amounting to only a few shades of moderate price, the plan gave him entree into many homes and made him many new customers whom he later was able to interest in other things.

This year the dealer will get names also from the painters and decorators of the city in which he lives, so that he will be able to talk lighting fixture renewals at the time when the prospective customer is actually engaged in redecorating.

Here's "the Newest and Most Up-to-Date Store in Jamestown, N. Y."



W. B. Pitts, who stands in the foreground, is the man who started it—"it" being the Jamestown Electric Company's shop, the newest and most up-to-date store in Jamestown, N. Y. Mr. Pitts bought the building, remodeled it, and is now using the basement and first floor for a complete electrical store and contracting business. The floor steps in the rear of this room lead to an elaborate fixture room, where stand and floor lamps are displayed. The store is finished in mahogany and white, and at last accounts was doing a thriving business.

IDEAS FOR THE MAN WHO SELLS



*Plans, Schemes and Methods to
Increase Sale of Electrical Goods*



The Two Kinds of Sales

Several important distinctions between sales made to customers who call upon you, and sales made to persons upon whom you call without invitation, are made in a booklet issued for the help of its salesmen by the American Ironing Machine Company of Chicago.

"Attention, interest, conviction and close" are the four steps in making a sale, the book points out, but only the third and fourth steps, conviction, and close, are necessary in making a sale to a customer who calls upon you. In this case, the interest is already presumably excited in your proposition, and all that remains for you to do is to convince your customer by argument and demonstration that you are able to supply the article he wants, and then close the sale.

On the other hand, the booklet goes on, where you are calling on a prospective customer, "to get the attention of your prospect, no hard and fast rules can be laid down.

"In large cities, where every conceivable barrier is raised to keep you away, the use of a neat, personal card is advisable, which does not state the business. A mistake often made by salesmen calling from house to house is to advance the moment the lady comes to the door, which causes her instinctively to hold the door closer and to put on a greater reserve. Instead, tip your hat and step back; she will feel freer and give you a better chance to start your sale. The practice of some bold solicitors of putting their foot between the sill and door when this is opened cannot too strongly be condemned."

Attention having been obtained, to gain interest do not start out by saying bluntly that you have something to sell which you wish to interest her in. Start out rather, the booklet advises, with some anecdote or observation which would explain how and why you happened to come to her and which would interest her at once in your subject. Then lead up to your object, and, once having her interest, proceed to the next step, to carry conviction. And here is where your

knowledge of your product comes in, or your preparation. For this kind of sale, however, no further advice for conviction and close need be given than for the sale made to the customer who comes to your store.

Selling Electric Washers via Soap Chips

BY C. E. SHAFFNER

One of the principal arguments presented by a modern laundry is that by reason of past experience and a thorough knowledge of washing materials such as washing powder, soap chips, bleaching compounds gained through laboratory practices, it is the logical place to have washings done most efficiently and economically with the smallest degree of wear and tear. These points have been used to advantage by a Detroit dealer in electric washing machines who has by actual tryouts found out what soap chips and other washing materials will prove up best in the hard water peculiar to the section. With this knowledge he can not only put on demonstrations with more satisfaction, but after making the sale of an electric washer he can start his new customer out right in the new method of washing by presenting her with a package of soap chips which he knows from actual experience will wash clothes clean when used with the electric. It is surprising to find what a sale for soap chips and washing powder he has built up.

Birthday Date Book Boosts Business

Keeping a note book on birthday dates helps a farm-plant dealer in Indiana to sell more electrical appliances. This dealer makes a practice of calling on his old customers whenever he is passing their homes. Frequently he starts a conversation about the ages of people. From there it is an easy step to more talk about birthdays. Before he leaves he usually has the birthday dates of most of the folks. Later he quietly approaches individual members of the family and suggests that an electric

washer would be just the gift for mother, or that the grown-up daughter might appreciate a pretty boudoir lamp, or that a searchlight mounted on the corner of the house would be just the thing to light the barn yard for father when he has to go out to lock up things for the night. Birthday gifts are a problem on the farm so these suggestions are appreciated.

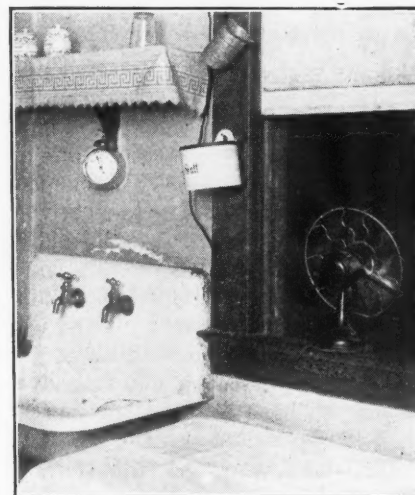
A "One-Price" Sale

Here's a hint to consider about price. It was suggested by a large retailer who works out his sales on a basis of "one price at a time." In both window displays and advertising, he works on the principle that it is wise to show a lot of goods at one price at one time. He runs a sign like this: "Any Appliance in This Window Five Dollars."

This sign makes a powerful appeal. It makes people study each article; makes them look eagerly, whereas a general assortment of goods only gets a glance.

Frequently this dealer sells on special small down-payment terms. Then he advertises "Any of These Electrical Devices for One Dollar." He believes in making the biggest noise about the big "legitimate" bargains—those unusually attractive things that will be found in every dealer's stock. And he uses these as his inducements.

No Kitchen Fumes Where There's an Electric Fan



There's no excuse for having the fumes and odors of cooking in the kitchen and in the entire house, where an electric fan is available to drive them out, as this picture shows. Tell your customer how to set the fan on the window-sill and direct the current of air so that the cooking fumes are blown outdoors instead of into the other rooms, and the kitchen will be a much cooler, pleasanter place to work in.

Use Part-Time Help in Selling Campaigns

Where special selling campaigns are put on, it has often been found advantageous to employ part of the time of certain persons—for instance, high-school students who are able to take up the work at 1 or 2 o'clock and put in the heart of the day—domestic science teachers who are often able to give an hour or so a day for demonstrations in the salesroom, and college men and women who are usually available for this work in the summer. The idea of evening sales work has been worked out very satisfactorily in some communities, either through house-to-house canvassing or through telephone appointments to visit salesrooms.

Getting the Trade Together for an Electric Dinner

BY A. W. LINDGREN

Northern Electric Company

Every month or so the Duluth (Minn.) Edison Electric Company gives a dinner to representatives of all branches of the industry in the city, especially inviting the electrical dealers. On one of these occasions, May 8, the dinner was electrically prepared. W. S. Heald, manager of the commercial service department, was in charge and the officers of the Duluth Edison Electric Company were, of course, also present. Thirty men in all sat down to the dinner.

Fruit cocktail
Chicken bouillon with croutons
Roast pork tenderloin with apple sauce
Scalloped potatoes
Peppers stuffed with shrimp
Rice and tomato sauce
Baking powder biscuits
Perfection salad Cheese sticks
Cream pudding with strawberries
Two different kinds of cake
Coffee Dinner mints
Cigarettes Cigars

The excellence of the dinner itself is due entirely to Mrs. L. M. Smith, who has charge of the cooking demonstrations and household appliance demonstrations for the Duluth Edison Electric Company. Mrs. Smith had three assistants to help her prepare the meal, which was done on three electric ranges, two Hughes and one Westinghouse. The dinner was served by eight attractive girls in the employ of the Duluth Company. Every item served on the menu was prepared electrically even to the after-dinner mints. The press

was represented by C. S. Mitchell, editorial writer of the *Duluth News Tribune*, who presided as toastmaster after the dinner, at which time speeches and stories were in order. The guests unanimously pronounced the party to be most delightful.

Housecleaning Is a Continuous Process With Missouri Dealer

"The time to dispose of old stock is all of the time." That is, at any rate, the belief and practice of the Frank Adam Electric Company of St. Louis, Mo. This firm is continually watching its stock, and if through any reason it fails to move, it resorts to several methods to hasten the sale:

"If the product is raw material, we make it up in new designs that have a selling appeal. If the fixtures are already manufactured we reduce the prices and give a bonus to the salesman. If the first reduction and bonus does not have any effect we keep on decreasing the price and adding to the bonus until the fixture is sold.

"Of course under these abnormal conditions a longer time allowance must be made before a fixture or stock of any kind comes under the head of old stock."

Put the Customer at Ease

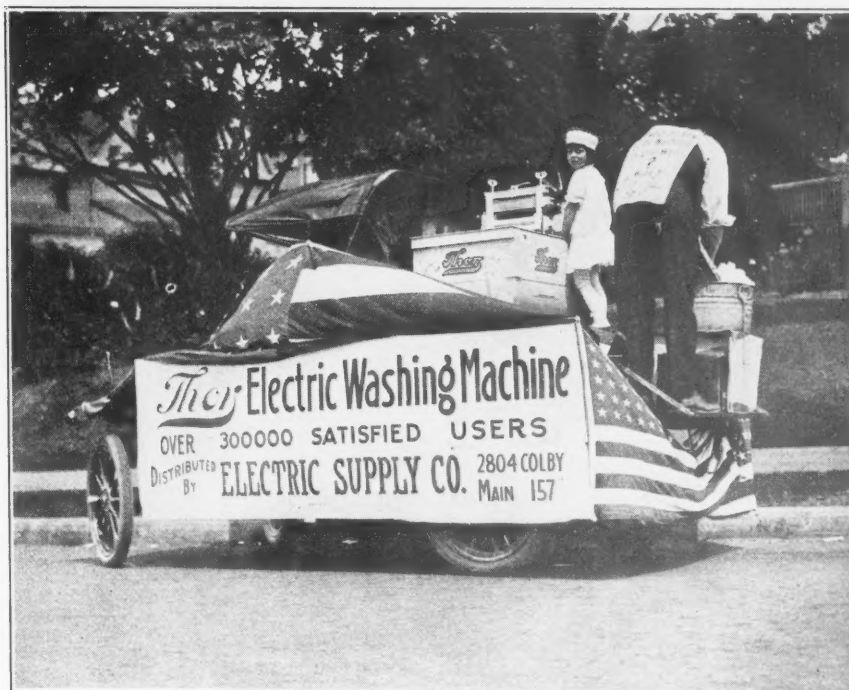
There is a sense of beauty in everyone, however much he may disclaim any possible taste or interest in "art." Indeed, efficiency itself is in beauty. Economy decidedly is. The person who has a sense of art, using this term in a big sense, is the person who is not extravagant—that is, wasteful. He likes to see everything used and used to advantage. It gives a sense of power and of having things go right.

METHODS TO BE EMPLOYED

Therefore, in making an appeal to the man who prides himself upon his practicality you can be pretty safe in making a direct appeal to his appreciation of beauty in this sense: harmony and finish. Even the setting out of the articles will unconsciously influence him here. Of course, before buying he will examine carefully and closely; but the temper in which he makes his examination, whether predisposed and genial or critical, will depend to some extent upon the way the article is set before him, and the attitude of expecting something pleasant suggested him by the harmony of placement, color and general fitness.

If this seems far-fetched, try it!

It's Easy to See Who Won Out in This Parade Contest



Just a flag-draped auto, a cheerful little girl running a Thor electric washer, and a properly-branded man bending over a washtub made this float one of the most successful in a recent street parade in Everett, Wash. The placard on the man's back reads, "Make your hubby do the washing for one week—Next week you'll have a Thor to do it." It's an idea that will win every woman who sees it—and should appeal to every dealer who reads this. The float was devised by the Electric Supply Company, Everett, Wash.

"Family Washing"—Two Cents Per Hour

"Wanted—family washings; rate 2 cents per hour. Phone 1000, and ask for Mrs. Thor."

This was the advertisement which brought a flood of telephone calls and a number of good prospects to the office of the Richland Public Service Company of Mansfield, Ohio. "Two cents an hour" was the note that roused the Mansfield women to action, and caused Phone 1000 to ring for days with inquiries for Mrs. Thor.

"I did not have any idea," said James L. Stone, manager of this Doherty property, "but that Mansfield people would readily connect the name Thor with our company. Of course, many did. Others, however, were so intent upon getting a 2-cents-per-hour washerwoman that they followed instructions to the letter and called us up at once."

Novel Electrical Advertising Stunt for Grocery Stores

Electric signs like that illustrated are being installed in leading grocery stores in some of the larger cities of the United States by a concern which sells the sign outright to the grocer for \$29 and furnishes the grocer with colored slides advertising the principal products he carries in stock. The food manufacturers pay the advertising company for this slide service, and the company in turn divides with the local grocer, paying him 45 per cent, or \$11 every three months, for the privilege of displaying the colored sign in his store. The grocer pays for the electric light service. The two 25-watt lamps, which are con-



The grocer buys this sign for \$29 and furnishes the electricity to light it. For thus advertising his own merchandise, he is paid a rental of \$11 per quarter by the manufacturers of the food products.

nected under flashers, consume about 50 cents worth of electricity per month. In this way the grocer secures a net return of \$8 or \$9 a quarter from his sign, besides advertising the merchandise which he himself offers for sale.

These signs are being placed in the better-class stores throughout the country by the National Retailers Advertising Corporation, Indianapolis, Ind., of which F. A. Gritt is president.

"Tie Up" Your Ads With Important Local Events

When the residents of Dayton, Ohio, were all stirred up over the Grand Jury investigation of food prices, the William Hall Electric Company of that city immediately applied its policy of "tying-up" its newspaper advertising with important local events.

"Have a little 'prob' of your own at home," was the clever adaptation made of the Grand Jury investigation. "Summon the family into session as a 'grand jury,' to investigate and determine whether you are paying too much in time, labor and health, by old-fashioned methods—when electrical appliances will do the work better and more economically."

"We submit as 'exhibits' for the 'Court'—electric washing machines, electric cookers, suction sweeper, electric ironer, sewing machine and many others. Users testify they wouldn't be without them. And if the Court pleases, we stand ready to send any of these appliances for the 'home trial' without cost or fee whatsoever."

Why Advertising Merchants Offer Better Selection

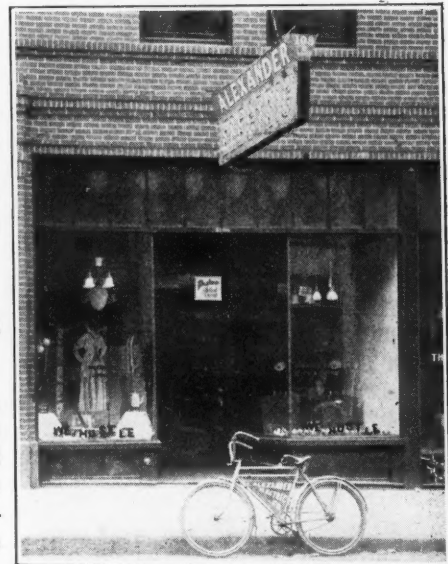
BY CARL HABICK

"For reasons which will be obvious to any thoughtful person, merchants who use truthful, interesting advertisements to stimulate interest in their stores and merchandise, can be depended upon to offer better selections of goods, newer merchandise and better styles," declares a bulletin from the Associated Advertising Clubs of the World, New York City.

"The merchant who knows how to do constructive advertising has solved the problem of selling goods," says the bulletin. "He is not afraid

"We Hustle"—A Window Display that Proves It

By DAVID SALTAN



THE ALEXANDER ELECTRIC COMPANY of Spokane, Wash., makes use of a novel window display to drive home in the minds of passers-by its business maxim, "We Hustle." As the picture shows, the letters of the words "We Hustle" are separately mounted on wires, each wire attached 90 deg. apart to a rotating shaft, so that when the shaft is driven by a small motor, the letters bob up and down, catching the eyes of everyone on the street, and so irresistibly driving home the message of "hustle."

to put new styles into his stock. He is not afraid to buy the new things because he knows that when they are well selected and he tells the people about them through advertising, he can sell them.

"The merchant who does not advertise, or who advertises very little, must depend upon the people who happen to come into the store and who see the new things he has bought."

"Advertising sorts out the people. It brings those who want a certain kind of goods into the store which sells such goods. In this manner, the merchant who knows how to employ advertising can control his trade—both as to the kind of people who come and the number of people, for, through advertising, he can sort them out. He buys attractive new merchandise without fear because he knows that, through advertising, he can sell the goods."

But advertising, to be effective, must be absolutely true, the bulletin adds, and most of it is. Progressive business men have learned the economic value of the square deal in business.

The Limit to the Jobber's Territory

"The electrical supply jobber cannot do business outside a definite limited territory, at any ultimate advantage to either himself or his customer," declares a Chicago wholesaler, who places the boundary limit of profitable jobbing sales at an extreme radius of 200 miles.

Beyond this reasonable limit, he thinks, the jobber cannot expect to render service, and, to get the business, must make concessions of price or credit, which react destructively on the business in general—his own business, that of his jobber competitors, and that of his customers.

"Buy from your nearest jobber" is an economic principle as well as a smooth-sounding slogan, but to carry it into effect courage is needed to conduct business along business lines and to turn down competitive business that does not return a profit. It means returning a courteous refusal to inquiries from distant territories, forwarding them no catalogs, and quoting no prices to customers to whom price means more than service.

Writing Sales Letters to Women

Commercial concerns which conduct national sales correspondence campaigns recognize the fact that sales letters which "pull" in certain parts of the country do not appeal in others. These concerns, in writing business letters to men in the North, write direct, hard-hitting letters. On the other hand, the same letters to business men in the South will be just a little more courteous and deferential.

The same thought may be applied to letters directed to central station customers. Letters sent to business offices would obviously be different from those addressed "Dear Madam" and sent to the homes. As an example of this latter type of correspondence, a letter used by the Minneapolis General Electric Company is as follows:

MY DEAR MADAM:

One of my very best friends lives in a big house on James Avenue South. Last Sunday afternoon I called on him and we sat for a long time in front of one of his large windows looking out on—

Well, on a little store on the corner; a row of houses on the other side of the street; a big duplex located right

opposite, and anything that happened to seize our gaze.

And as we sat there the lights in the neighboring homes gradually came on. "Jim, why in the world don't you wire your home for electric light?" The question escaped me instinctively, as I gazed upon the attractive surroundings.

"Yes," agreed my friend, and there was a longing desire in his voice, "Yes, but I can't afford to."

And then I told this friend of mine a story—the story of how a lot of people have felt that way but have since had a change of mind. I told him that in the last five years, 15,000 homes in Minneapolis have been wired for electric light; that a large number of people have felt the same as he did but have since come to look upon the wiring of a home as a truly wise investment.

As I told all this to my friend, I could see that I held his interest. His eyes sparkled with a light of hope. The story gripped him, as it would grip you, if we were to talk it over.

But obviously, I cannot call on you as I did on Jim, simply because we are not friends, unfortunately. But what I can do is to send one of our house-wiring representatives to talk the matter over, without a particle of obligation on your part.

And here's a postal that will bring that man at any time you say. I hope you will use it—today.

Sincerely yours,

H. E. YOUNG,
Sales Manager.

These letters, in the first place, are more "wordy" than those addressed

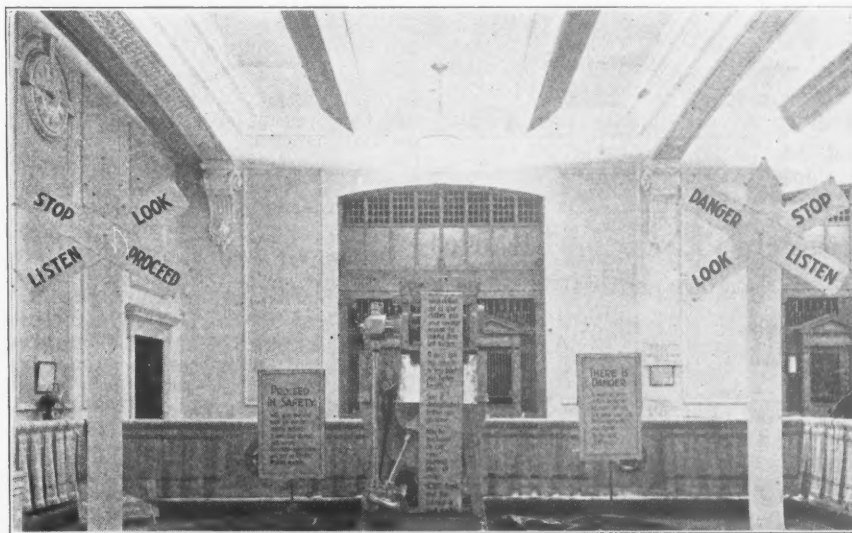
to a busy business man. That, of course, is at variance with the fundamentals of good letter writing. But it does not necessarily mean that the letters are not well done. On the contrary, these letters are thought good, strong letters for the purposes for which they are used. In Minneapolis they brought results—and that is the final answer.

In each instance, the first paragraph told a simple human story. The writer talks about people—home people—making at once a bond of common interest. In those first paragraphs he "gets acquainted" with the woman he is addressing, taking advantage of the fact that she has time to read his story. When that is accomplished, he tells his business story in terms that the woman can understand. Letters like this were a feature of a successful house-wiring campaign in Minneapolis.

Putting It Up to "Mister Man"

Looking for a catchy placard for your show window? Here's one a St. Louis dealer used, to push his electric washer sales: "Say, Mister Man—if you had to have the babies, none of us would ever have been born. And if you had to do the family washing just once, you would have a Federal Electric Washer the following Monday. Think It Over. \$5 down. \$8.50 a month."

"Stop, Look, Listen"—To This Washing Machine Display Idea!



"Stop, Look, Listen," as a warning, has become so hackneyed these days that ordinarily you don't stop or listen or even look. Ordinarily, that is. We'll wager, however, that you'd do something more than stop, after your eye was caught by this window display—you would look, and listen to the tale told by the moving scroll unrolling before the electric washer—and then you'd probably enter the store and ask to see that machine demonstrated! The text on the moving roll, which was operated by the wringer, held all the selling points for the washer, and was usually read from start to finish by the passer-by. The display room is that of the Hartford (Conn.) Electric Light Company, of which G. P. Luscomb is manager of the appliance department.

LIGHTING SALES METHODS



*Items of Experience
and Good Advice in Lighting Practice*

Making Two Lines of Merchandise Out of One

Most electrical dealers sell lighting glassware and carry a small stock, at least. It is generally a slow-moving line. And slow-moving lines are something which the smart dealer avoids if he can—either he throws them out or finds a method of making them turn with greater speed.

The sale of lighting glassware can be speeded up, can be made into virtually two lines of merchandise, by the simple fact of developing a "renewal" business in shades. By "renewal" business in shades, we mean inducing customers to change the glassware on their fixtures from old styles to new, even though they make no changes in the fixtures.

OPPORTUNITIES ARE ENDLESS.

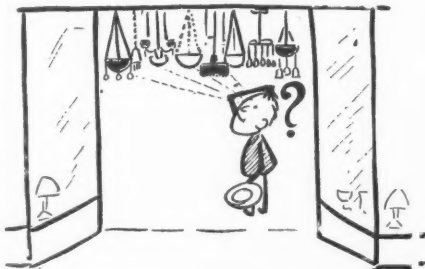
There are endless opportunities for developing this business. The idea can be suggested to the man who buys a carton of lamps, to the woman who buys a portable. A window display showing an old style fixture with common cheap glass alongside a duplicate fixture equipped with a snappy, modern design, can be utilized effectively. There is, in fact, no limit to methods.

It is by such ideas, consistently followed, that the electrical dealer becomes a real merchant—by making two kinds of sales grow out of a single stock investment.

A Code of Practice for Electric Fixture Bidding

The Institute of Lighting Fixture Manufacturers, 103 Park Avenue, New York City, believes that a mutually just plan of co-operation between the manufacturers of lighting fixtures, the buyers of lighting fixtures and electrical contractors can be of inestimable value in eliminating many of the causes of serious differences which have arisen in the past. The following Code of Practice has therefore been devised with the full approval of the members of the

"Too Many Fixtures Spoil a Customer"



"There's one thing I don't like to see, and that is a display of fixtures hanging down right in the front of the store," said J. A. Corcoran of the Publication Bureau of the General Electric Company, in his address at the Milwaukee convention in July. "It makes your store look small, and confuses the customer, so that he can't pick out what he wants. When you go to buy a suit of clothes, they don't show you all their stock at once, do they? Then why bewilder your customers by showing all your stock of fixtures?" This is one of charts with which Mr. Corcoran illustrated his idea.

Institute of Lighting Fixture Manufacturers, with the hope that it will meet with the approval of architects and owners.

THE CODE

1. This association, as an organization, and the individual members thereof urge upon all architects, contractors, owners or others authorized to receive competitive bids, the advisability and fairness of fixing a time within which all sketches and bids for lighting fixtures are to be submitted and that no bids or sketches be considered which are not received on or before the time thus fixed.

Heretofore the cost of compiling estimates and making designs for competition has been out of all proportion to the amount of the contract. Often, from two to eight manufacturers have been invited to prepare schemes for one contract.

Upon statistical analysis of many past competitions, it is shown that it has cost each member approximately 3 per cent of the appropriation: Thus the cost to two companies submitting, 6 per cent; four companies submitting, 12 per cent; eight companies submitting, 24 per cent, while those competing unsuccessfully are put to an excessive and unfair expenditure, which, in the long run, is borne by the consuming public.

By the present competitive custom, schemes totally unlike are created and, therefore, do not secure for the client what he started out to get. Therefore, the architect, in fairness to his client, to himself, and to the manufacturer, will either avoid this unnecessary expense by not asking for competition; or

should arrange for a payment of 3 per cent of the appropriation, or the accepted bid, or amount of awarded contract to each unsuccessful bidder (to be paid upon the date of the award), and where samples are called for the owner to pay all damage and expense attending their submission and return, and at the same time all unsuccessful schemes should be returned.

2. In all cases where installation is included in the bid, the lighting fixture contractor has based his installation cost upon suitable outlet boxes being furnished and properly installed to receive the style of fixture selected for its respective location. If, for any reason, the outlet boxes are not in accordance with the above, and are not properly installed so that they are flush with the wall and ceiling lines, the lighting fixture contractor is not to be held responsible for any changes necessary. Special attention is called to the necessity of having all outlet boxes securely set, true and plumb, and behind the wall and ceiling lines.

3. Each contractor in submitting a proposal to a client will send with same a complete schedule with detailed specifications of fixtures included. Bulbs, electric lamps, silk or glass shades, shields or screens not being included in any estimate, unless specifically mentioned. Switch controls will not be included for any ceiling fixtures, unless specifically mentioned.

4. A very large expense, which it has been necessary for lighting contractors to take care of, has been in connection with the return of fixtures with all appurtenances, especially silk

Sells Lighting Rather Than Fixtures



This photograph shows the store and building of one of Louisville's good fixture dealers. The signs on the windows are the particular features which John K. Selleck, advertising manager of the National X-Ray Reflector Company wishes other dealers would observe. Mr. Burdolf, the proprietor of the store is endeavoring to sell illumination rather than lighting fixtures. The signs on the second story and third story windows advertising church lighting, window lighting, bank lighting, etc. emphasize the interest of the company in proper illumination.

shades. No fixture shall be returned or accepted for full credit. Fixtures made to order, if returned, are seldom worth more than the weight of the metal.

5. Wherever possible, the standard form of contract of the American Institute of Architects is to be the basis used for all bids.

6. Differences arising between lighting fixture manufacturers and other parties on a contract to be subject to arbitration as provided for in standard contract.

7. The following is a schedule of the minimum rate of labor charges per hour for all installation work:

* * *

In view of the present high cost of labor and everything incidental to the conduct of business, it is recommended that in New York and Kings Counties the minimum charge for installation shall be 10 per cent of the amount of the contract, and in other localities the minimum charge shall be 15 per cent of the amount of the contract. Inspection fees shall be charged at cost.

All work, including contract work, executed on Saturday afternoons, Sundays, or holidays, is to be charged at double the above rates.

8. Each contract shall provide for the prompt monthly payment and require final inspection and payment in full within thirty (30) days of the completion of the work covered by said contract regardless of the final settlement for the building as a whole or for the work of any other trade.

If any contract calls for delivery of fixtures at a specified time and the building is not ready for the same at the time specified, an amount 60 per cent of the contract shall become due as of this date.

9. This association will, upon the request of any architect, contractor or owner, or any one of its members, appoint a committee for investigating any complaints made on work and will report on the same to the association with recommendations. This may include any such questions as to whether or not a member charges an unfair price for extra work, whether he is acting fairly in certain transactions, or whether he is receiving fair treatment from the owner, architect or contractor, and the members of the association will abide by the decision and recommendations of such committee.

10. Any general contractor, architect or owner may appeal to the association for protection and fair treatment in cases of the foregoing article.

11. Lighting fixtures shall generally be considered a finishing material and fixture manufacturers shall not, unless specifically required, be instructed to install fixtures in the building until after all work is in place. If so specifically required, it shall be at the owner's risk.

12. If a general contractor, architect or owner requires a member of this association to deliver work to a building, or erect it before the building is ready, and thereby causes loss to the lighting fixture contractor through having his workmen on the operation who are unable to proceed with their work due

to the fact that the building is not ready to receive the work, or through having the workmen or other contractors damage the material in question, or any goods lost by theft, the general contractor or owner shall pay for the added and unnecessary expense to which the lighting fixture contractor has been placed.

A Sticker on Each Lamp Sold That Will Indicate Length of Service

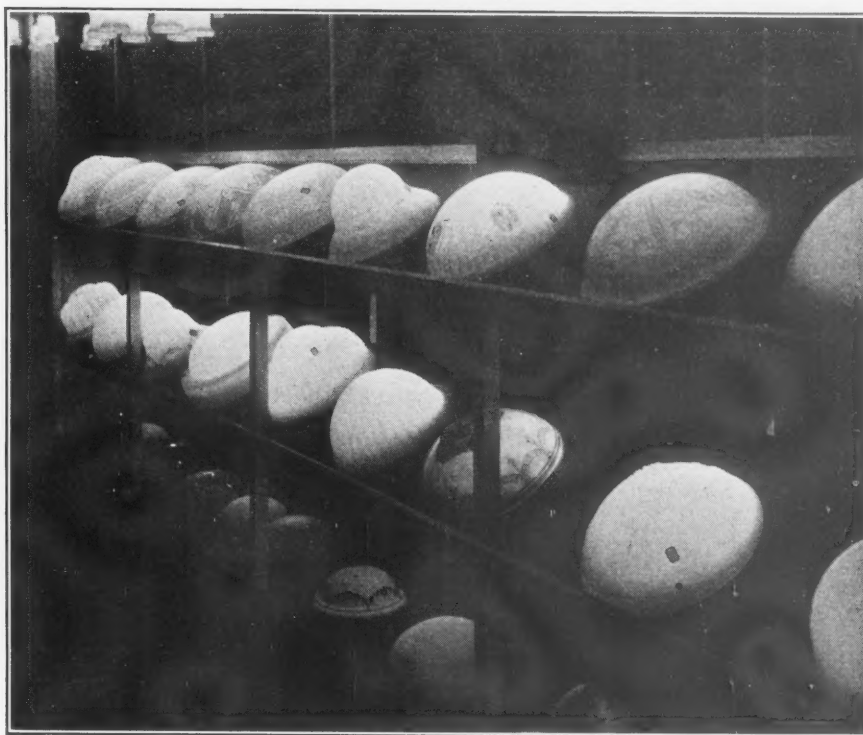
BY N. A. BOWERS

There's a certain electrician out at Camp Curry in the Yosemite Valley who has a lot of good ideas about the electrical things he buys, and one of them arose from the difficulty of veri-

Illuminated Domes Sell Easily

BY GEORGE LAWRENCE

To add to the attractiveness of his fixture room and the saleability of his stock of domes, a Richmond, Va., dealer has constructed racks like those shown in the picture, providing light sources over which the domes can be placed for display, lighted, when customers are looking over the stock. The racks are built of heavy pine boards, painted to harmonize with the fixture-room decorations, and the sloping shelves are covered with velvet of the same color. At 3-ft. intervals, circular openings are cut in the inclined shelves, and be-



Tungsten lamps in reflectors are mounted beneath the 12-in. openings in the inclined shelves. Over these openings the domes are laid, being held in position by cloth covered pegs. The sloping shelves are covered with velvet and the supports and ledges are painted to harmonize with the fixture-room interior.

fying the length of time his lamps had been in service. "Charlie" Matthews—he is chief electrician for the Camp Curry Company—uses a little sticker on each lamp of 100 watts or over, on which is noted the date when the lamp was put in service. When lamps fail to live up to standard life, this sticker enables him to claim renewal with a definite statement about the time of service.

There are about thirty-five rustic bungalows at Camp Curry, which at the height of the season accommodate about 1000 guests.

neath each opening is a reflector containing a 60-watt lamp. A wooden peg just above each opening insures that the dome will be centered in position. A raised ledge along the edge of the shelf also insures that the domes will not slide off to the floor if improperly placed over the openings. This Richmond dealer finds that glass domes when lighted sell much more quickly than when exhibited "dark," and declares that his inclined exhibit stand has been a means of increasing his sales of these fixtures.

STORE EQUIPMENT AND METHODS

Handling Your Inside Sales People



*How to Plan and Equip Your Store
—Systems Used in Successful Merchandising*



Paste This Up Where Your Employees Hang Their Hats

BY L. A. ADAMS

In the Pennsylvania Hotel the other day, I picked up the Statler Service Code for hotel employees, and it struck me as being so suited to the needs of visitors and customers in business places generally, that I am passing it on, paraphrasing it for the use of electrical dealers. Here it is:

Life is Service.

The one who progresses is the one who gives his fellow-beings a little more—a little better—Service.

This store is operated primarily for the benefit and convenience of its visitors and customers.

Without customers, there could be no store.

These are simple Facts, easily understood.

So then it behooves every man and woman employed here to remember this always, and to treat all visitors and customers with courtesy and careful consideration.

Any member of our force who lacks the intelligence to interpret the feeling of Good-Will that this store holds toward its visitors cannot stay here very long.

New customers are just as valuable to us as old customers—remember that; for each new customer is an old customer in the making.

See that you do your part to make him want to come back here, with his friends.

Impress upon him the fine good-fellowship of the place; the "No-trouble-to-help-you" spirit.

Never be perky, pungent or fresh—the customer pays your salary as well as mine. He is your immediate benefactor.

Store Exterior Makes or Mars Dealer's Contact with the Public

"As for store exteriors," said J. A. Corcoran of the Publications Bureau of the General Electric Company, in his address at the Milwaukee convention of electrical contractors and dealers in July, "this is an important factor in making your contact with the public good or bad. Don't forget that the upper part of your building should be just as attractive as the lower part. The

store window should not have frames going across. Another exceptionally bad thing is steps going up to the store door. It would pay anybody who has steps like this to lower his store floor. Never think that you can get business by having people go up steps. They simply won't do it.

"Then, of course, exposed lights are wrong. No contractor-dealer should ever have anything like that.

"Another thing that you want to avoid is obstructions in the front of the store. I was recently asked to come to New York to help in designing a store front there, and the man thought that he had it just about right. But he had a trapdoor that was open three-fourths of the time right in front of the show window, and a hydrant there. I don't know how he is going to get an attractive show window, because the obstructions absolutely kill the display."

Here are five good points for training and handling your retail salesmen, suggested by the report of the committee on merchandising of the National Electric Light Association at the May convention at Atlantic City:

1. Base salary on the gross volume of merchandise sold. This is easily done when the salesman spends his entire time on the floor selling. If only part of the time is spent this way, judge of his selling ability by his effective sales hours.

2. Have advancements made on a basis of gross business plus ability to co-operate with associates.

3. Create a feeling that this work needs the best that each individual can give: that there is advancement ahead.

4. Employ only people who will make good: do not use this department as a dumping ground for the inefficient. The employee should show the same ability here as elsewhere.

5. The manager should put enthusiasm into this work. Do not

Spirals as the Motif for an Electric Drill Display—A Leader for the Dealer Who Sells "Industrial Merchandise"



A "dull" subject for a window display, you might say—portable electric drills. And yet this window shows how a little originality and ingenuity made the drill a feature of a window that was as attractive and interesting as it was compelling. The motif selected was the spiral, and it was carried out in crepe paper, apparently of two colors, and used liberally. Another unique feature in connection with portable electric drills was the use of life-size cut-outs. Reprints of the advertising of the Black & Decker Manufacturing Company, Baltimore, were also used and drills and bits were scattered about the floor of the window. The shop is that of the Standard Supply & Equipment Company of Philadelphia.

A Lamp Rack Like This Will Save Your Clerk's Time and Your Customer's



Ask your lamp clerk, one of these days how many minutes are lost every time a customer comes in and tries to describe the kind of lamp he wants to buy. Then show him this picture and ask him what he thinks of it! This lamp display rack and shelving to hold the lamp sockets cost about \$300. As a silent salesman, it is a wonder—at a glance customers can see what kind of lamp they want. It has paid for itself several times over, in increased lamp sales, think Kellogg & Bertine of Fifty-ninth Street and Madison Avenue, New York City, in whose shop the rack has been built.

consider it a side issue. It can be used as one of the biggest helps in getting good-will.

The United Cigar Stores Company, the report points out, has 1000 retail stores. These stores have won out in a competitive field. The key to their success has been the efficiency of their sales people. The motto of the companies might well be: "Salary based on sales made; to the customer, always courtesy and service." The watchword is: "The customer is the boss. He pays your salary. We want his repeat orders."

To Offset the Disadvantages of a Basement Location with Feminine Smiles

The Worcester Electric Light Company plans to place an attractive young lady near the front of the stairway in the main office leading to the appliance department, and equipping a neat table for the demonstration of seasonal appliances. General information will be supplied also. "Have you seen our toaster, or our new cleaner?" will be asked.

Advertising Appropriations

To promote commercial expansion, advertising appropriations of a larger ratio to earnings than obtains in many cases are recommended. The average mercantile establishment appropriates from 3 per cent upward for advertising. Central station appropriations in New England run below 1 per cent in some cases. Some progressive central stations appropriate 2 per cent for advertising, but the general opinion seems to be that the average is too small, considering the results which could be derived from larger appropriations. The idea has been suggested of a central advertising agency to which electrical concerns in a given territory could turn for effective publicity. Better results accrue from the insertion of continuous advertising, even of smaller space, than from occasional large displays. Changes in shape or wording are favored, rather than constant repetition. A representative advertising campaign for the sale of electrical appliances in a city of about 50,000 was estimated as follows, regarding the appropriation: Total amount set aside, \$10,000; two local

newspapers, \$2,000 each; suburban or country papers in vicinity, \$1,000; cuts, etc., \$500; Booklets on the use of electrical appliances, electrical gifts, etc., \$1,500; mailing and postage of booklets, \$1,500; stickers, fliers, stuffers, demonstrations, \$1,000; residue, miscellaneous, \$500. The effect of advertising upon employees of an electrical service company or an electrical supply house remote from headquarters, is often overlooked.

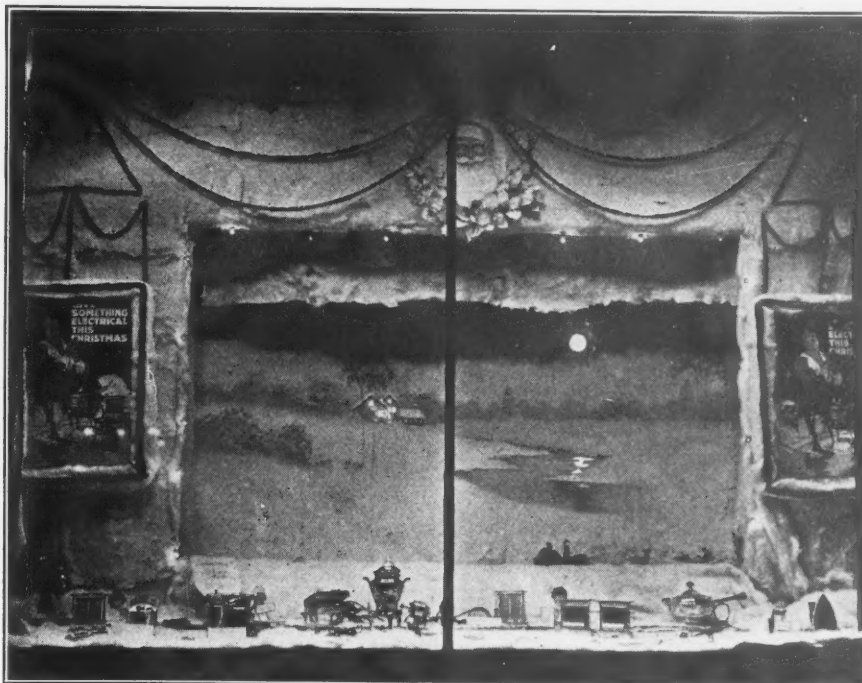
A Bulletin Board Near the Store Door Finds a Reader in Every Customer

By C. A. NASH

New Business Manager Tri-City Railway & Light Companies, Davenport, Iowa

In our office, where our customers must pass upon entering, we have placed an easel with a neatly-finished board upon it. On this board we post with tacks the posters advertising various patriotic and charitable undertakings, which come to us. The posters are changed frequently, and in this way keep the place from having that untidy appearance which most offices have when posters are scattered about indiscriminately. We also put on the board from time to time advertising posters, which are read by almost everyone who enters.

A Moving Sleigh with Reindeer Will Put Action Into Your Christmas Window Display



Children stood for hours before this window last Christmas, watching Santa in his sleigh drive his reindeer across the "snow"—while their parents also stood, more interested in the row of electrical Christmas gifts displayed in the foreground. The sleigh and reindeer in front of the screen were on a revolving belt on which they slowly passed across the scene. Dealers planning their Christmas displays now may find good suggestions in windows that have proved successful in the past, thinks D. V. Pryor of the Wisconsin Valley Electric Company, Wausau, Wis., who sent us this picture.

Show Window, Counter, Mail Advertising and Specialty

DEALER HELPS

*What the Manufacturer Offers to
Help You Get More Trade*

A Dignified Display for
Holiday Use

In view of the need of dealers for a display which will serve as a more or less permanent background for their window displays of appliances, the Edison Electric Appliance Company, 5660 West Taylor Street, Chicago, Ill., distributed, beginning Nov. 15, a dignified display cut-out for Edison or Hotpoint appliances.

The cut-out consists of three panels, the center one 23 in. wide by 30 in. high. In the center panel there is an opening 12 x 15 in., providing a niche with a substantial floor on which almost any appliance may be displayed. An ordinary Mazda bulb inserted behind the display will cast a brilliant light on the niche. The cut-out is of heavy cardboard decorated and grained to represent walnut wood with an inlaid border. As the company manufactures both Hotpoint and Edison appliances, the display may be had with the name "Edison" shown or the name "Hotpoint."

The durability and richness of the display, it is expected, will insure its popularity not only during the holiday season but for some time after.

A Story Your Local Newspaper Editors Will Want

Wide-awake editors of local newspapers throughout the country, as the electrical dealer will find, are always ready to use articles of a general nature that will interest their readers—and electricity, of course, is one of the subjects that always finds ready acceptance.

J. C. McQuiston, manager Westinghouse department of publicity, East Pittsburgh, Pa., is the author of a recent splendid article entitled "What Electricity Has Done to Help Humanity," which reviews the services of this powerful "Agent of democracy" in the Great War, on the field and at home. If the dealer wishes to illustrate the article with pictures, we suggest he write to Mr. McQuiston, at East Pittsburgh, asking for article and photos,

for the extensive photograph files of the department are at his service, without charge. Dealers using then have found that any newspaper articles on the subject of electricity, no matter how general, invariably react to the benefit of their own local businesses.

Tell Merchants About Improvements in Store Lighting

The store-lighting field is one to which few dealers devote sufficient attention. Every intelligent merchant knows the importance of having his store well lighted, but many do not realize the surprising improvement which has been made in lamps and lighting fixtures. If dealers would take the trouble to bring this to their attention, they would find in many instances that the merchant is glad to avail himself of the opportu-

"How 'Ya Gonna Keep 'em
Down on the Farm?"

It's an ad that puts it straight up to the farmer—that question that means something more to him than the catchy lilt of one of the war's comic songs. "How 'Ya Gonna Keep 'em Down on the Farm" is the problem that confronts every farmer who has children or hires help—whether they've been to "Paree" or New York City or never away from home at all. "Electrical comforts and conveniences," is the answer to the question and the message of this ad. Designed especially for country dealers, the ad is reported to have made a great hit.

nity to secure better illumination in his store.

The great improvement in illumination which modern light sources and lighting units can bring about in department stores and other stores is emphasized in a folder which is being mailed to department stores by the Beardslee Chandelier Manufacturing Company, 216 South Jefferson Street, Chicago. "Denzar," the lighting unit manufactured by the Beardslee company, has proved especially efficient in store lighting, and dealers are urged to put earnest effort back of it and secure the profits which are to be made in this productive field.

Home Lighting that Eliminates Harsh Shadows

A new three-page folder issued by the Duplex Lighting Works of the General Electric Company uses a novel way of illustrating the beautifying effects of Duplexalite lighting in the home. Three photographs of the same room are shown—one with the room lighted by a Mazda "C" lamp and standard Duplexalite; another lighted in the same way but with the addition of a silk shade to the lamp; and the third showing the room lighted with the Mazda "C" and the same shade, but without the Duplexalite. The first two photographs, of course, show the room fully and evenly illuminated, the silk shade not interfering with the distribution of the light; while the third photograph, without the Duplexalite, shows the presence of harsh, unpleasant shadows which mar the beauty of the room. The folder is ready for distribution.

"The Passing of the Broom"

A new 1000-ft. motion picture film entitled "The Passing of the Broom" has been issued by the Hoover Suction Sweeper Company and is available for the use of electrical dealers.

The Pelouze Manufacturing Company, 232 East Ohio Street, Chicago, Ill., is issuing an attractive new catalog describing and illustrating its complete line of electrical devices, which includes irons, milk warmers, heating pads, egg boilers, curling irons, radiators, toasters, disc stoves, etc.



Record of Lighting Fixture Patents

Issued from Aug. 19 to Oct. 7, 1919, Inclusive

Compiled by NORMAN MACBETH
Consulting Illuminating Engineer, New York City

Design Patents

The following are all the patents pertaining to fixtures, issued by the U. S. Patent Office from August 19, 1919, to October 7, 1919, inclusive. They include the patents which would ordinarily have been listed in Electrical Merchandising last month.

- 53,696.** Lighting Fixture. Harry C. Adam, St. Louis, Mo. Filed April 9, 1919. Issued Aug. 19, 1919. Term of patent, fourteen years.
- 53,697.** Lighting Fixture. Harry C. Adam, St. Louis, Mo. Filed April 18, 1919. Issued Aug. 19, 1919. Term of patent, fourteen years.
- 53,742.** Glass Shade or Bowl for Lighting Fixtures. Nicholas Kopp, Pittsburgh, Pa. Filed April 22, 1919. Issued Aug. 26, 1919. Term of patent, seven years.
- 53,873.** Lighting Fixture. Harry C. Adam, St. Louis, Mo. Filed June 9, 1919. Issued Oct. 7, 1919. Term of patent, fourteen years.
- 53,944.** Lamp. Frank E. Stair, South Bend, Ind. Filed June 26, 1919. Issued Oct. 7, 1919. Term of patent, seven years.

Mechanical Patents

- 1,313,296.** Portable Electric Lamp. Valerius T. Jennings, Chicago, Ill. Filed April 16, 1917. Issued Aug. 19, 1919.
- 1,313,328.** Electrical Attachment Plug. Johann G. Peterson, Jersey City, N. J. Filed Dec. 1, 1917. Issued Aug. 19, 1919.
- 1,313,622.** Lamp. Etha I. Dodds, Pittsburgh, Pa., assignor to Flannery Bolt Company, Pittsburgh, Pa. Filed July 25, 1917. Issued Aug. 19, 1919.
- 1,313,701.** Electric Switch. Charles J. Klein, Milwaukee, Wis., assignor to The Cutler-Hammer Manufacturing Co., Milwaukee, Wis. Filed July 3, 1914. Issued Aug. 19, 1919.
- 1,313,739.** Lamp Mounting. Charles S. Ryerson, Norfolk, Va. Filed Aug. 31, 1918. Issued Aug. 19, 1919.
- 1,313,773.** Electric Drop Light. Andrew A. Winer, Ocala, Fla. Filed Dec. 29, 1917. Issued Aug. 19, 1919.
- 1,313,806.** Article Adapted to Be Used as Light Reflector, Vase or the Like. Harry Ford, Uttomster, England. Filed Jan. 15, 1916. Issued Aug. 19, 1919.
- 1,313,952.** Testing Lamp. Ferdinand Proksch, Vienna, Austria. Filed March 28, 1916. Issued Aug. 26, 1919.
- 1,314,098.** Electric Switch. Clarence C. Stirling, Hartford, Conn., assignor to the Hart & Hegeman Manufacturing Co., Hartford, Conn. Filed Aug. 14, 1918. Issued Aug. 26, 1919.
- 1,314,295.** Electric Lighting Apparatus. Charles Wirt, Philadelphia, Pa. Filed Jan. 3, 1917. Issued Aug. 26, 1919.
- 1,314,388.** Locking Means for Incandescent Lamps. Luther F. Cole, Sacramento, Cal., assignor of one-half to Earl H. Cochell, Sacramento, Cal. Filed June 24, 1918. Issued Aug. 26, 1919.
- 1,314,846.** Lamp Holder and Guard. David M. Anderson, Westwood, N. J., assignor to W. F. Hessel, New York, N. Y. Filed Feb. 7, 1919. Issued Sept. 2, 1919.
- 1,315,494.** Reflector. Walter A. Heinrich, St. Louis, Mo., assignor to W. N. Matthews & Brother, Inc., St. Louis, Mo., a corporation of New Mexico. Filed June 24, 1918. Issued Sept. 9, 1919.
- 1,316,250.** Holder for Lighting Fixtures. Clarence W. Lucas, Decatur, Ill., assignor to the Phoenix Glass Company, Pittsburgh, Pa. Filed Jan. 27, 1916. Issued Sept. 16, 1919.
- 1,316,459.** Electric Lamp Socket. Arvid H. Nero, New Britain, Conn., assignor to the Arrow Electric Company, Hartford, Conn. Filed April 7, 1917. Issued Sept. 16, 1919.
- 1,316,700.** Electric Lighting Fixture. Garry J. Dormandy, Troy, N. Y., assignor of one half to

United Shirt & Collar Company, Troy, N.Y. Filed May 10, 1917. Issued Sept. 23, 1919.

1,316,711. Lamp Clamping Attachment for Lamp Sockets. Bertram J. Grigsby, Peoria, Ill., assignor to Benjamin Electric Manufacturing Co., Chicago, Ill. Filed Jan. 8, 1917. Issued Sept. 23, 1919.

1,316,900. Electric Switch. Charles J. Klein, Milwaukee, Wis., assignor to the Cutler Hammer Manufacturing Co., Milwaukee, Wis. Filed March 3, 1914. Issued Sept. 23, 1919.

1,316,967. Gaseous Conduction Lamp. Daniel McFarlan Moore, East Orange, N. J., assignor to the General Electric Company. Filed Nov. 30, 1917. Issued Sept. 23, 1919.

1,316,975. Socket. Frank C. DeReamer, Schenectady, N. Y., assignor to the General Electric Company. Filed Aug. 19, 1915. Issued Sept. 23, 1919.

1,316,985. Luminous Attachment. Otto H. Van Amberg, Schenectady, N. Y., assignor to the General Electric Company. Filed May 27, 1918. Issued Sept. 23, 1919.

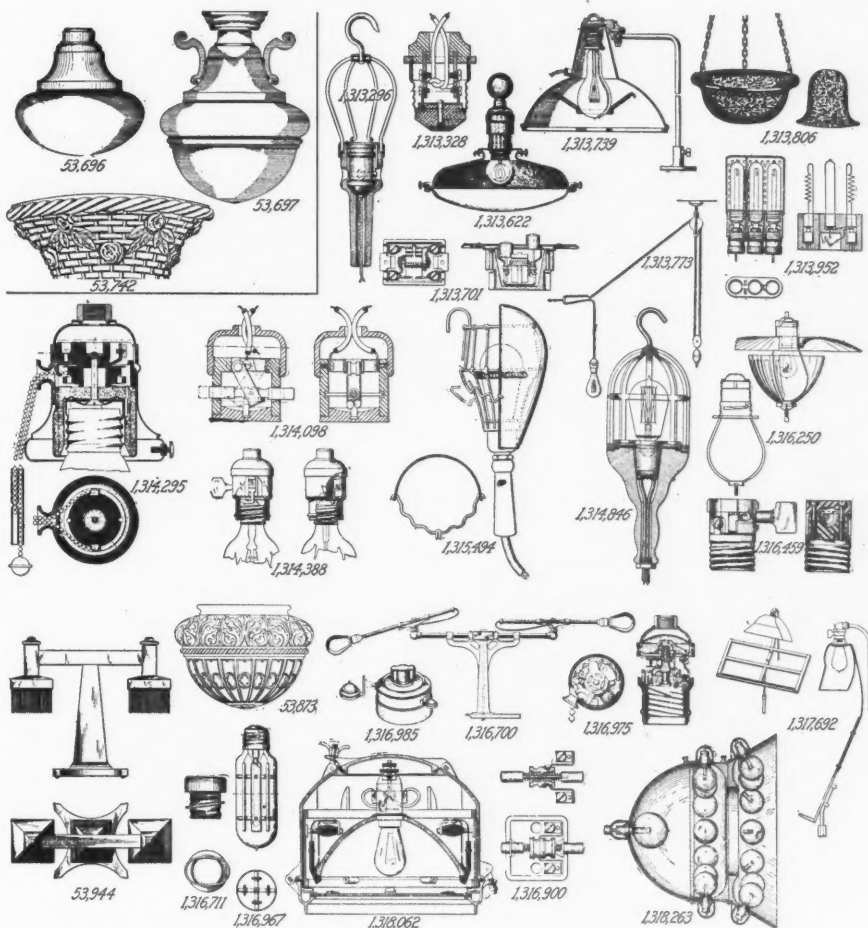
1,317,692. Electric Light Fixture for Music Stands. Isaac J. Flagg, Cambridge, Mass. Filed Jan. 14, 1918. Issued Oct. 7, 1919.

1,318,062. Lamp. Axel Helmer Englund and Walter S. Mayer, Philadelphia, Pa., assignors to the Electric Service Supplies Company, Philadelphia, Pa. Filed Jan. 9, 1919. Issued Oct. 7, 1919.

1,318,263. Searchlight. Vincent Leonard Caccese, Asbury Park, N. J. Filed Dec. 12, 1918. Issued Oct. 7, 1919.

Mallory Industries, Inc., recently formed to consolidate a number of interests controlled by Philip R. Mallory, Port Chester, N. Y., has purchased the entire capital stock of Crystal Washing Machine Company of Detroit, Mich. The output of the Detroit plant has been more than doubled and provision has been made for manufacturing Crystal washing machines in the Port Chester works of the company, giving a combined estimated output of 60,000 machines during 1920. F. C. Sebulske, to whose energy and ability has been due the development of the Crystal machine, remains with the company as its secretary. The officials of Mallory Industries, Inc., are P. R. Mallory, president; F. K. Leatherbee, vice-president and treasurer; F. E. Seeley, vice-president in charge of production, and C. A. Magee, vice-president in charge of sales. Mr. Magee was formerly general commercial manager of the Consolidated Gas & Electric Company of Baltimore, Md. Among other activities of Mallory Industries, Inc., is the Liberty Electric Corporation at Port Chester. This company manufactures a number of products, notably marine wireless equipment. Another is the Independent Wireless Telegraph Corporation, whose vice-president and general manager is C. J. Pannell, which supplies wireless service under contract to over 600 ships, and has service stations at all the principal ports.

B. F. Perkins, formerly with the Incandescent Supply Company, Pittsburgh, Pa., is now sales manager for the Chicago Lighting Fixture Company, 28 West Lake Street, Chicago, Ill.



Copies of illustrations and specifications of patents may be obtained from Commissioner of Patents, Washington, D. C., for 5 cents each.

GOSSIP OF THE TRADE



*Glimpses of Electrical Men as
Caught by Lens and Pencil*



Jovian Order Rejuvenated— Binz Elected Jupiter; Bennett Mercury

The Jovian Order received a new lease of life at the seventeenth annual convention of the organization at Chicago, Nov. 5. Its debts were underwritten, it was purged of its commercial functions, and the order was again made a purely social organization as it had been at its inception.

The former dues of from \$4 to \$20 a year were reduced to \$2 a year, and the central office expenses and personnel will be reduced to a minimum. Mercury Ell C. Bennett is to receive no salary. The initiation fee of \$5 was retained, but former members who have dropped out of the organization may be reinstated upon payment of the current year's dues of \$2.

To head the task of completing the rejuvenation of the order, Arthur J. Binz of Houston, Tex., was elected Jupiter. William R. Herstein, Memphis, Tenn., Will Hand, Kansas City, Mo., and J. H. Betts, New York City, were elected to serve on Jupiter's cabinet, with Henry Harris, Pittsburgh, Homer E. Niesz, Chicago, and W. B. Head, Dallas, whose terms had not expired. To tide the order over the present critical period, Ell C. Bennett agreed to give the central office his general supervision without compensation, and was elected Mercury.

To show their faith in their ability to build up the order, Mr. Binz and Mr. Bennett bought the outstanding debts of the order, amounting to \$8,500—with the understanding that the surplus over and above the operating expense of the order during the coming year is to be used to pay off the obligations assumed.

Reorganization of Los Angeles Electric League

The former Los Angeles Jovian Electric League has reorganized and hereafter is to be known as the "Electric Co-operative League of Los Angeles." Plans for coming meetings include short fifteen minute talks by men of the industry on problems of vital electrical interest, in addition to the regular speaker. Some of the subjects which will be among the first presented are:

"Modern Merchandising," by G. E. Arbogast.

"The Work of the Salesman's Auxiliary," by D. C. Pence.

"The Relationship Between the Central Station and the Electrical Industry," by A. W. Childs.

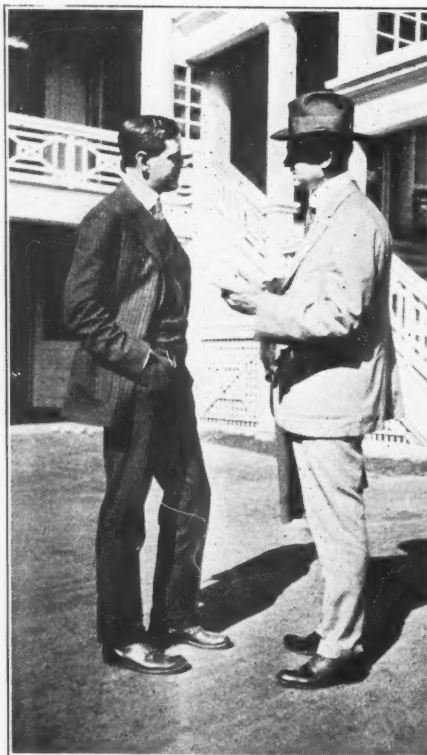
Officers elected are: President, Ralph B. Clapp; secretary-treasurer, Carl M. Heintz.

Progress Work of N. E. L. A. Commercial Section Committees

A general meeting of the committees and bureaus of the Commercial Section of the National Electric Light Association was held in Chicago, Oct. 21 to 24. John G. Learned, chairman of the Commercial Section, arranged for meetings of the Lighting Sales Bureau, Merchandise Sales Bureau, Advertising and Publicity Bureau and for meetings of various committees during these four days. The plan of simultaneous sessions proved very successful and brought together over one hundred commercial men from all sections of the country.

STANDARDIZATION OF PLUGS AND OUTLETS

The executive committee of the Commercial Section concluded the conference when it went into session on Oct. 24 and reviewed the progress of each committee and made further plans for stimulating the activities of the Section. John F. Gilchrist, past-president of the National Electric Light Association, was present at this meeting and addressed the members on the possibilities of electrical merchandis-



Wonder what a sales manager thinks about? To say nothing of what two salesmen think about? Frankly we don't know; but here's what it looks like E. R. Davenport, sales manager, Narragansett Electric Lighting Company, Providence, R. I. is saying to C. E. Greenwood, appliance manager Boston Edison Company, "—and then you put in a half a dozen raisins and cork it tightly, and at the end of two weeks—Oh! Man!"

ing. Martin J. Insull, first vice-president of the Association, expressed keen appreciation of the work being done in the Commercial Section.

The wiring committee (R. S. Hale, Boston, chairman) was greatly encouraged in its work by the favorable decision rendered in the case brought against the National Electric Light Association for creating unfair competition, on account of the committee's stand in favor of the standardization of plugs and receptacles. Progress was reported toward the adoption of a universal plug to fit all appliances. The committee deemed it advisable to find out by actual test the relative merits of the different portable cords on the market.

Manufacturers will be asked to submit samples of their cords with specifications, and the chairman was authorized to have these samples tested. Probably No. 16 stranded-wire cord suitable for flatirons will be tested first. It was suggested that the scope of the investigation include tests for tensile strength, bending, heating under overload, bending after heating, rubbing, pounding, etc.

TO DISPLAY EXAMPLES OF WIRING

Samples of all the different types of wiring used in this country and abroad are to be placed on exhibition at the national headquarters. The Commonwealth Edison Company furnished a board containing samples of all types of wiring used in Chicago. This will be sent to New York, and other exhibits will be added as soon as possible. Two lectures are to be prepared on wiring methods, one for the benefit of contractors, and one for the benefit of owners and architects. W. M. Ellis, of the Building Managers' Association, pointed out the desirability of being able to make extensions and changes in the wiring of office and other similar buildings without cutting into the fire-proofings, or going to prohibitive expense. He recommended the use of lead-covered wire under such conditions as have been proved safe by practical experience.

The Lighting Sales Bureau (Clarence L. Law, New York, chairman) proposed that inasmuch as industrial lighting is being so generally featured all over the country, a special effort might well be made to promote home lighting by an appropriate exhibit and address at the next convention.

The power sales bureau (R. H. Knowlton, United Gas Improvement Company, Philadelphia, chairman) completed its organization and made plans for the work of the year.

TRAINING AND COMPENSATION OF SALESMEN

Two sub-committees were appointed by the committee on compensation of salesmen (Adolph Herts, New York Edison Company, chairman). One of these sub-committees was instructed to arrive at a basis for the compensation of sales department employees, from the position of counter clerk up, based on the time of service and selling ability displayed. The other sub-committee will report on the best method of compensating salesmen.

The electrical salesmen's handbook committee (I. Lundgaard, Rochester, N.



Samuel Adams Chase of the Westinghouse company, exerting scientific horticulture on the famous potato patch which for the luxuriance of its tubers, has won blue ribbons from all the county fairs for miles around Mr. Chase's home near Absecon, N. J.

Y.) Railway & Light Company, chairman) will revise the handbook. Part of the data will be put in a bound volume and loose-leaf pamphlets will be issued on special subjects.

The committee on education (Fred. R. Jenkins, Central Station Institute, 72 West Adams Street, Chicago, chairman) was authorized to advertise the educational courses, since the executive committee of the parent body has authorized the unrestricted sale of the courses.

N. E. L. A. PUBLICITY BUREAU TO CO-OPERATE WITH SOCIETY

A proposal made by the advertising and publicity service bureau (L. D. Gibbs, Edison Electric Illuminating Company, Boston, chairman) will if carried out, prevent the National Electric Light Association and the Society for Electrical Development from duplicating each other's publicity work.

The desirability of exploiting electrically equipped furniture was agreed upon by the Merchandise Sales Bureau (E. A. Edkins, Commonwealth Edison Company, Chicago, chairman). Through the efforts of two sub-committees, one on the attractive possibilities of electrically equipped furniture, and another to develop samples, it is hoped to have some pieces of this furniture on show at the next national convention of the furniture dealers at Grand Rapids.

Electric Vacuum Cleaner Manufacturers Meet

Co-operation—ways and means of extending it among the members of the association—was the keynote of a meeting of the Vacuum Cleaner Manufacturers Association, held on Oct. 3 at the Hollenden Hotel, Cleveland, Ohio. It was the asso-

ciation's first meeting since the armistice was signed. C. L. Beardsley presided as chairman, and C. G. Frantz acted as secretary. Those attending were:

Julius Tuteur, Electric Vacuum Cleaner Company, Inc., Cleveland; P. A. Geier, P. A. Geier Company, Cleveland; C. G. Frantz, Apex Electrical Distributing Company, Cleveland; C. L. Beardsley, United Electric Company, Canton, Ohio; A. A. Breuer, Clements Manufacturing Company, Chicago; A. L. McCarthy, Eureka Vacuum Cleaner Company, Detroit; A. J. Stecker, Stecker Electric & Machine Company, Detroit; S. L. Holmes, Invincible Vacuum Cleaner Manufacturing Company, Dover, Ohio; E. O. Porter, Torrington Company, Torrington, Conn.; G. L. Smith, B. F. Sturtevant Company, Boston; H. H. Wright, Pneuvac Company, Worcester, Mass.; E. J. Ramey, Ramey Manufacturing Company, Columbus, Ohio; S. S. Hunting, General Electric Company, Fort Wayne, Ind.; W. C. Horr, Eclipse Folding Machine Company, Sidney, Ohio; E. H. Glass, Landers, Frary & Clark, New Britain, Conn.; A. L. Lawrence, Cleaner Manufacturing Company, Cleveland.

Illinois Contractors Association Will Put Field Man at Work

The Illinois Electrical Contractors Association held a meeting in Chicago on Oct. 16 and 17. It was the consensus of opinion of those present that the association should take some action toward making every contractor a dealer, and to help improve members' credit. Plans were made to put a man in the field to study conditions in different localities throughout the state. This man will spend a few days with each group of members, find out their problems and help solve those of a local nature. He will also gather information on the problems of a broad nature affecting a great many members for the association as a whole to act upon. It is also decided to inaugurate a bulletin service, so that the help given members by the association can be made available to all members instead of only to the one member who may have asked for assistance or advice.

The Thompson-Bonney Company, Brooklyn, N. Y., announces that A. W. Fisk has been appointed general manager, to succeed H. L. Holbrook. James F. Meehan has been appointed general superintendent.

The General Electric Company has leased the rigid-conduit business of the American Conduit Manufacturing Company of New Kensington, Pa., and this business will be conducted by the Sprague Electric Works. There will be no change in the personnel of the American Conduit Manufacturing Company, announces D. Hayes Murphy, president, but the name will be changed to the American Wire-mold Company, which will concentrate upon the manufacture of Wiremold surface raceway and Wireduct non-metallic tubing, at Hartford, Conn. Harry B.

Kirkland, vice-president, will divide his time between the Sprague Electric Works, 527 West Thirty-fourth Street, New York City, and the American Wire-mold Company, and will continue to give personal attention to his old customers.

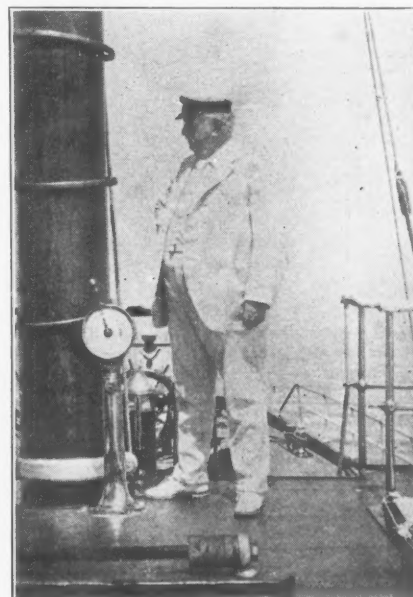
H. S. Hancock, who has represented the Trumbull Electric Manufacturing Company, at its Chicago branch for several years, in the Middle Western states, has severed his connection to accept the position of industrial engineer with the Great Lakes Electric Company of Detroit which is operating an extensive electrical supply jobbing business in the State of Michigan.

The Lehder Construction Company is a new concern, with offices at 126 Engineers Building, Cleveland, Ohio.

The Marsden Electric Company, Rutland, Vt., has given up its contracting business and will henceforth devote itself exclusively to jobbing. A. B. Marsden is president of the company, which expects to cover New Hampshire and Vermont.

The McGill Manufacturing Company of Valparaiso, Ind., announces the purchase of the Despard & Gordon Company of Chicago, manufacturer of the "Levolier" pull-chain socket and other electrical wiring devices. The two organizations will be merged and in the new line-up J. H. McGill will be the president, V. R. Despard, vice-president, and H. W. Harrold, secretary-treasurer. The main sales office and factory will be at Valparaiso, Ind.

Russel Stoll & Company of New York City has opened a Chicago office with Roy E. Shawlin as Western manager. The Chicago office will establish distribution in the Middle West on marine electrical equipment, watertight fittings and fixtures, and other electrical specialties.



When a man in Portland, Maine, can lift a receiver and hold easy conversation with a man in Portland, Ore., the world sits up and admits quite frankly that something wonderful has been accomplished. But think how this man who brought about this great achievement must feel when he calls up the caterer in his home town and gets the undertaker, or asks for the rector and gets the pool parlor proprietor! It's no wonder that now, after Washington has returned what remains of the system, Theodore N. Vail dons his neat nautical whites and tastes the recently discovered freedom of the seas.

NEW MERCHANDISE TO SELL AND WHERE TO BUY IT

*Appliances, Socket Devices and Wiring Supplies Which
Manufacturers and Jobbers Are Putting on the Market*

Including Many New Appliances to LIGHTEN THE LABOR OF THE HOME

Electrically Operated Carpet Washer

From *Electrical Merchandising*, Nov., 1919

With the electrically operated carpet washer just developed by the Hamilton-Beach Manufacturing Company of Racine, Wis., carpets are not taken up, leaving the floors bare, but are left in position when washed and, it is said, are ready for use within two hours.

No water touches the rug or carpet. Instead, a warm "sudsy" cleaning compound is scrubbed down to the bottom of the nap, thereby, it is claimed, cleaning every fiber thoroughly and taking out all the dirt or grit. In this way the colors are brought back to their original shades.

Two brushes, made of soft, yielding rubber, are oscillated by an electric motor 500 times a minute, thus, the maker declares, duplicating the scrubbing motion of the human hand. The dirty suds are quickly picked up by a powerful vacuum, located directly back of the rubber brushes; this is done so soon after the scrubbing operation that the suds do not have an opportunity to soak into the sizing. A hair brush follows after the vacuum, laying the nap back in place.



Six-Pound Household Flatiron

From *Electrical Merchandising*, Nov., 1919

The heating element of the No. 675 household type electric flatiron which is now being produced by the Dover Manufacturing Company of Dover, Ohio, consists of Nichrome resistance wire imbedded in a refractory composition, all formed in pattern cast iron, under hydraulic pressure and hermetically sealed by a heavy heat-retaining clamp plate.

The hood and shield of the iron are cold rolled, strip steel, highly polished and heavily nicked. The handle is of rubberoid, with the bolt full length to hold to the handle support. A feed-through-switch, a "C-H" two-piece pocket plug, a cord protecting spring, together with the customary 6 ft. of heater cord are supplied with the iron. The iron can be turned into a small stove and curling iron heater by using the three-deck nickel steel stand which is also furnished.

Each iron weighs 6 lbs. and is packed in a fiber-board carton, three of such cartons are packed in a heavy shipping carton.

Tubular and Pocket Flashlights

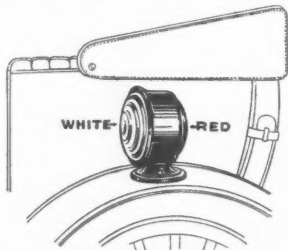
From *Electrical Merchandising*, Nov., 1919

A line of tubular, miners' and pocket flash lights have recently been placed on the market by the Connecticut Electric Manufacturing Company of Bridgeport, Conn. Among the features of the new line are the air-tight casing which prevents deterioration of the battery by keeping out air and moisture, the positive switch which is held firmly in either the "on" or "off" positions, and the metal cap.

Automobile Parking Light

From *Electrical Merchandising*, Nov., 1919

In order to save current while automobiles are standing idle on the streets the F. A. Smith Manufacturing Company, 187 North Water Street, Rochester, N. Y., has developed its No. 76 parking light. This lamp is attached to the rear fender and takes the place of the regular head and tail lamps when the car is not being operated. The 2 candlepower bulb is said to consume only about a quarter of the current the



regular lamps use. A 2½-in. white semaphore lens is furnished in front of the lamp and a red semaphore lens in the rear. An "off" and "on" switch is installed on the lamp itself.

Electric Primer for Automobiles

From *Electrical Merchandising*, Nov., 1919

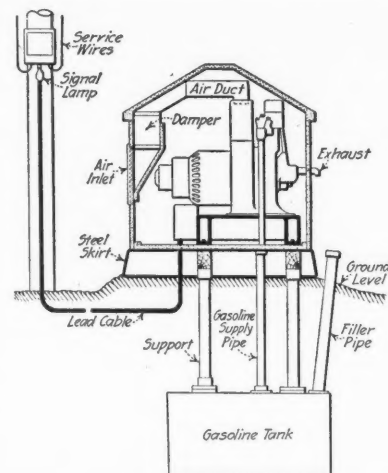
Battery saving, fire prevention, and the absence of carbon are advantages of the B & L electric primer for gasoline automobiles which is now being marketed by the Auto Distributing Company of 410 Sycamore Street, Plainfield, N. J. With this heating device it is said to be possible to secure a hot vaporized and explosive mixture in ten seconds, regardless of weather conditions. The primer uses but 15 amp. as it starts and as the unit heats the amperage drops to 5 amp. or the amount of the resistance coil, so that the consumption of 150 amp. to turn the motor is not longer necessary. By using the new primer it is not necessary to flood the carburetor and have surplus gasoline drop over the outside, thereby making it possible for a pop-back to start a fire. The primer acts as an auxiliary carburetor, mixes the gasoline with the air and then heats it to a hot, explosive vapor.

Farm Power and Light Plant with Outdoor Housing

From *Electrical Merchandising*, Nov., 1919

It is not necessary to install the "Sunnyhome" electric light and power plant in an already crowded cellar or building nor need a new building be built to contain it, because the new plant which has recently been developed by the Sunnyhome Electric Company (Division of the General Motors Corporation) of Detroit, Mich., comes already completely inclosed in a small steel house that is insulated for cold weather and may be placed out in the farm yard, near the barn or wherever convenience suggests. The plant is said to require very little attention; about once in two months it is supplied with the necessary gasoline and once a year it is charged with lubricating oil. The controlling mechanism of the plant is locked up since no regulation or adjustment is necessary, operation being entirely automatic. A reinforced steel gasoline tank is the foundation for the whole plant so that no concrete foundation need be constructed for the house. Inside the house the rubber jar storage batteries are mounted in stout wooden boxes so that glass jars, battery racks on walls and battery wiring are done away with. The plant automatically starts up when battery recharging is necessary and is automatically stopped when this is completed. Should the gasoline be exhausted in the new plant a signal light located in some convenient place is illuminated.

The engine of the plant is a 2½-hp., single-cylinder, four-cycle type with a heavy flywheel. Lubrication is by forced oil feed to every bearing



from a supply in the engine base. The generator is a two-pole direct-current type, 110 volts, rated at 1250 watts with a "booster" to keep the lights steady. Drive is direct through the flexible coupling. The storage battery which cannot run down or become overcharged, contains fifty-two cells and is non-sulphating and non-gassing.

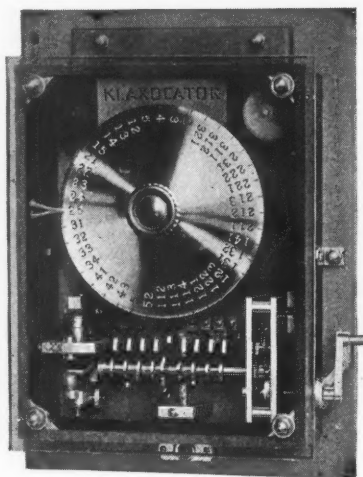
Code-Call for Factory Signal Systems

From *Electrical Merchandising*, Nov., 1919

To sound simultaneously a number of electric horns, whistles, gongs and other electric signals scattered throughout a factory for the purpose of calling various persons to the telephone or transmitting other information to them according to a prearranged system, a code calling instrument is being manufactured and sold under the name of "Klaxocator," by the Klaxon Company, Industrial Division, Metropolitan Tower, New York.

The device consists of a number of cammed wheels which close and open an electric circuit in a certain sequence. These wheels are mounted on a shaft rotated by a clock spring. A drum is provided with forty simple combinations of contacts, giving forty different code signals such as 1-2, 1-3, 1-1-2, etc. The horn and other signals are connected to an available 110 or 220-volt circuit, either direct current or alternating current, while only a small current from a few dry cells is used in the code calling instrument itself. This latter current closes a relay which operates the power circuit between two contacts especially designed for frequent and numerous opening.

When it is desired to call some person, the dial is turned to the number assigned to that person and the small handle at the right is turned back with one short pull which winds up a clock spring.

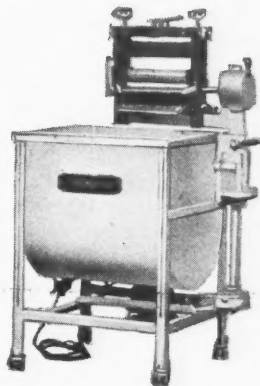


Cylinder Clothes Washer with Adjustable Wringer

From *Electrical Merchandising*, Nov., 1919

Safety of operation has been an important consideration in the design of the "Harmony" electrically operated clothes washer and wringer, which is now being made by the Clark-Cadle-Harmon Corporation of Rochester, N. Y. All working parts of the machine are inclosed; the washer cannot be started until a safety lever has been depressed (thereby preventing accidental starting,) and the machine can be stopped instantly by a single move of this starting lever; the wringer has a safety stop, which prevents it being started unless locked in position, and a safety release at the wringer's top relieves the load if clothes become clogged in the rolls.

The new washer is run by a $\frac{1}{2}$ -hp. Westinghouse "splash-proof" motor especially built for washing-machine service. The washing cylinder is white cork pine with four ribs on its inside to keep the clothes in motion in the soapy water. This cylinder is revolved six and a half times in each direction, and as the clothes are lifted up by the ribs, they drop, thus causing a compression from their own weight without any outside force.



Outlet Boxes and Fixture Studs

From *Electrical Merchandising*, Nov., 1919



The Toledo Metal Products Company, Spitzer Building, Toledo, Ohio, offers a new development in electrical outlet and junction boxes and fixture

studs in its line of "B-G" products. These outlet boxes differ from other boxes only in the fixture stud and the method used to install the stud in the outlet box for the hanging of fixtures. Instead of stove bolts, boxes have a depression knockout with two parallel slots on either side, in the center of the back of the box. When the box is to be used for fixture work, the knockout is removed and the patented fixture stud is placed in the opening, where it is securely locked by the tap of a hammer.

These outlet boxes, studs and covers are drawn from 14-gage steel. They are furnished in heavy rustproof black enamel finish which is not affected by moisture or acid fumes. They can also be furnished in sherardized finish if so specified.

The patented feature described eliminates entirely the use of stove bolts and the possibility of direct loss or imperfection of stove bolts. Also there is a saving of from five to ten minutes of labor on each outlet. The patented fixture stud is drawn from cold steel, heavy enough to allow a full standard thread, but is small, easy and very economical to handle. It is easily secured as it requires only the tap of a hammer.

Flexible Industrial Fixture

From *Electrical Merchandising*, Nov., 1919

Simplicity, flexibility and durability, besides having light accessible to any particular spot to be illuminated, are claimed as the outstanding features of the Sampson-Access system of industrial lighting manufactured by the Access Electric Manufacturing Company, Lynn, Mass.

The system embodies the use of flexible arms consisting of a 30-in. top piece of $\frac{3}{4}$ -in. conduit, a bell-and-socket A. B. box clamped, or a $\frac{3}{4}$ -in. by $\frac{3}{4}$ -in. slot in the conduit, in which is secured by ball joint $\frac{1}{2}$ -in. conduit of any desired length. On the end of this is a 7-ft. arm of flexible metallic conduit. A shade, socket and lamp complete the fixture.

The producer points out that the fixture will turn in any direction, support a heavy socket and shade, is not affected by oil, dirt or vibration, nor has it any projections to be in the way or to injure the workman.

Daylight-Effect Auto Lens

From *Electrical Merchandising*, Nov., 1919

Instead of producing a shaft of glaring red and yellow rays, the "Violet Ray" automobile lamp lens recently developed by the L. E. Smith Glass Company of Mount Pleasant, Pa. is said to produce an "artificial daylight," because of the steel-blue glass of which it is made and which cuts down the red and yellow rays. The new lens is said to illuminate the road 300 to 400 ft. ahead of the car with its strong blue-white light and also to give good illumination on both sides. It is made in all sizes.

Flashlight Battery Making Outfit

From *Electrical Merchandising*, Nov., 1919

When ordinary flashlight batteries are kept in stock they frequently deteriorate with the result that often customers are forced to return them as useless. To obviate this annoyance, mutual to both dealer and customer, the Stuart Products Corporation, 432 South Green Street, Chicago, has brought out its "Make-up-own" outfit by which the consumer or the dealer can make up a fresh battery just at the time he intends inserting it in a flashlight. All the necessary parts and chemicals for six cells are provided in the outfit as well as a flashlight case made of vulcanized fiber with nickel-plated brass parts and a 2.7-volt Mazda lamp. In addition to this outfit a set of parts for six cells but without the flashlight case can be obtained.

"R.-L.-M. Standard" Lighting Reflectors

From *Electrical Merchandising*, Nov., 1919

A line of R. L. M. (reflector and lamp manufacturers) standard lighting reflectors has been brought out by the Vitreous Enameling Company of Cleveland, Ohio. They are made in sizes for 75, 100-150, 200, 300-400-500, and 750-1000-watt lamps and have diameters of 12, 14, 16, 18 and 20 in. respectively. Porcelain enameled green is the outside finish of the reflectors, the inside being white.

Portable Extension Fixture with Armored Cable

From *Electrical Merchandising*, Nov., 1919

A portable extension lamp, known as "Steelite Industrial Special No. 403," has been brought out by the Inland Electric Company of 15 North Franklin Street, Chicago, and has as one of its features 25 ft. of cable armored in reinforced steel, which resists the hard surfaces, rough points and ragged edges so prevalent in industrial plants without interfering with the flexibility of the fixture, which can be pulled in, out, over and under machinery without kinking or catching.

The new fixture has a lamp guard equipped with a hook for hanging. This guard opens easily for insertion of the lamp bulb. The handle, which is of wood, contains a double-action push-button switch. When desired the new lamp can be supplied with a reflector for concentrated lighting.

Alternating-Current Demagnetizer

From *Electrical Merchandising*, Nov., 1919

Bars of steel 4 in. long and 2 in. thick can be as easily demagnetized, the W. Green Electric Company of 81 Nassau Street, New York City, declares, as watches, tweezers, screwdrivers or drills by using its type 36 automatic alternating-current demagnetizer.

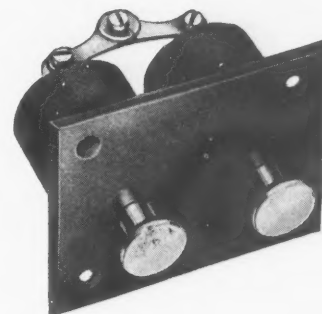
When the demagnetizer has been connected by a plug to a lamp socket on an alternating-current circuit of 100 to 115 volts, 60 cycles, it is ready for immediate use. The article to be demagnetized is placed completely through the coil and the current turned on by pressing a button. Then the article is withdrawn to arm's length and immediately the power is turned off.

Push-and-Pull Type Switches for Automobiles

From *Electrical Merchandising*, Nov., 1919

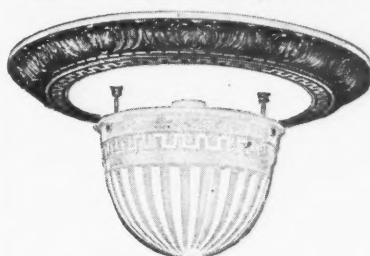
Single, double, triple and quadruple-gang "Presto" push-and-pull type switches for automobile use are now being made by the Metal Specialties Manufacturing Company, 338 North Kedzie Avenue, Chicago. They are intended primarily to control auto lighting circuits; pulling out the button closes the individual circuit and pushing it in opens the circuit.

The switch body parts and plates are made of steel and all the switch parts are insulated. An advantage of these switches pointed out by the maker is that the holes for the screws in the top plates are further from the center than is customary, and the screws will not break away from the wood, because they are not on the ragged edge. Screw terminals and connection bars are provided for the gang switches. The standard finish is a black plate with a nickel-plated knob. Each switch is furnished in an individual carton.



Semi-Indirect Lighting Fixture

From *Electrical Merchandising*, Nov., 1919



A lighting unit known as type WF "Brascolite" has just been placed on the market by the Luminous Unit Division of the St. Louis Brass Company, St. Louis, Mo. Around its reflecting plane is a decorated one-piece band of ornamental bronze finished in old gold with another band of

Greek design in ivory. The unit is obtainable in two sizes, 17 in. and 21 in. in diameter.

The fixture carries its own ceiling so that it may be used where the ceiling of the room is dark, is crossed by pipes or is otherwise unsuitable. These units are furnished to attach directly to room ceilings or with chain hangers of any desired length.

The reflecting plane is made flat, resulting, the maker declares, in the most effective distribution of light. It is of vitreous porcelain enamel, does not discolor, and dispenses the light rays to a broad area.

The bowl, made of white glass, thoroughly breaks up the intense light and softens it by diffusion. The prismatic ribs refract and direct the diffused light at angles which cross each other at a fixed distance from the bowl, thus reducing the apparent brilliancy and permitting the use of thinner glass than otherwise would be required.

Double adjustable bowl hooks hold the reflector and permit the bowl to be brought into exact position for best possible lighting results, eliminating all shadow or light rings from the ceiling. They also permit the bowl to be easily detached for cleaning.

New Retail Electrical Stores

R. H. Ruth has opened a business in Rochester, N. Y., to be known as the Ruth Electric Shop. He will specialize in household electrical appliances. Mr. Ruth was for fifteen years with the Benjamin Electric Manufacturing Company, working with the New York office at 247 West Seventeenth Street, New York City, but in complete charge of the Pittsburgh territory. He has spent many years in traveling in western New York State and Pennsylvania, and has had large experience in merchandising electrical goods.

The Bell Electric System Company has a new electrical store at 1082 Broadway, Brooklyn, N. Y.

The Electrical Appliance Shop is a new store recently opened at 49 Orange Street, New Haven, Conn. It plans to carry a full line of appliances, including washing machines, vacuum cleaners, table lamps, cooking utensils, fixtures, etc.

The Northern Electric Company recently opened a new store and office at 1825 Bath Avenue, Brooklyn, N. Y., for contracting and merchandising. M. Kornblum, Edward Kahn and A. Seckendorf are the proprietors.

The Thor Electric Shop, 124 Post Street, San Francisco, is the most recent addition to the chain of Hurley stores in the United States. It was opened Sept. 22 under the management of P. H. Smith, formerly of Chicago. Another Thor shop is being opened in Los Angeles.

Finke Electric Company, Inc., 205 North Tenth Street; **Midland Supply Company**, 1100 Pine Street; and the

Eureka Vacuum Cleaner Company, 617 Locust Street, are all new stores recently opened in St. Louis, Mo.

Charles Gilbert, proprietor of an electric shop and fixture salesroom at Ninth Avenue and Forty-fifth Street, New York City, has opened another store to sell lighting fixtures, electrical supplies and novelties at Tenth Avenue and Forty-sixth Street.

E. R. Ream has opened a store at 120 South Fourth Street, Louisville, Ky., for the sale of Kelvinator iceless refrigerators, electrical washing machines and vacuum cleaners. This is the first of a series of stores which Mr. Ream plans to open in the Kentucky territory.

The Rialto Electric Shop, 301 West Fifty-second Street, New York City, is now under new management, Mr. Schmitz, the former proprietor, having sold out to M. Bigman and H. Samurin. The new proprietors will handle a complete line of appliances in addition to the contracting business.

The Supreme Electric Company, 1017 East 178th Street, New York City, of which H. J. Barth is proprietor, has moved to 45 Mill Street, Long Island City, where it will do merchandising as well as contracting.

The Thomas Engineering Company, successor to Gibson & Kirk Company, 209-215 Key Highway, Baltimore, Md., is planning to enlarge its electrical department in the near future and to become agents for various electrical specialties. At present, the firm is doing contracting work, specializing in the installation of hoisting and conveying machinery. T. W. Thomas is president; M. H. White, vice-president; Irvin C. Griggs, secretary and treasurer.

The Electric Store of Albany, Ore., was recently incorporated by W. F. Burman, E. C. Cline and C. E. Bryant, with a capital stock of \$10,000, to handle and deal in everything electrical.

George B. Bennett, electrical contractor, formerly of 1737 Forty-fifth Street, Brooklyn, N. Y., recently opened a store and office in partnership with L. G. Pearson at 4416 Eighteenth Avenue, Brooklyn. They are handling appliances as well as contracting. Mr. Pearson has had twenty-one years experience, both in field and office.

G. A. Mayer, recently released from the Army, has opened an electrical store at 4413 Sixteenth Avenue, Brooklyn, N. Y. Besides contracting, he will handle a full line of appliances.

The Electric Attending Company, 2764 Broadway, New York City, is a new concern in the dealer field. It was recently incorporated for \$5,000. S. S. Celano, C. Seafidas and E. Mazza are the incorporators.

The Electro-Marine Company, 1 Broadway, New York City, has opened a branch store at 4601 Fourth Avenue, Brooklyn, N. Y., where it is handling a full line



We don't know just what beach this is, but we're sure from the absence of ukeles and grass that it's not Waikiki. Further, we're sure the gentlemen are A. D. Curtis, president of the National X-Ray Reflector Company, Chicago, and F. D. Burdorf of the Burdorf Company, Louisville, Ky. The gentlemen have just agreed that whether you are selling electric illuminating equipment or launching a canoe in the surf, the important thing to watch is turnovers.

of supplies for the trade. It will also do marine contracting. The branch is in charge of E. W. Horndahl, who has had considerable experience in marine electrical work.

Latimer & Hoenshall announce the opening of their new electrical retail store in Marseilles, Ill.

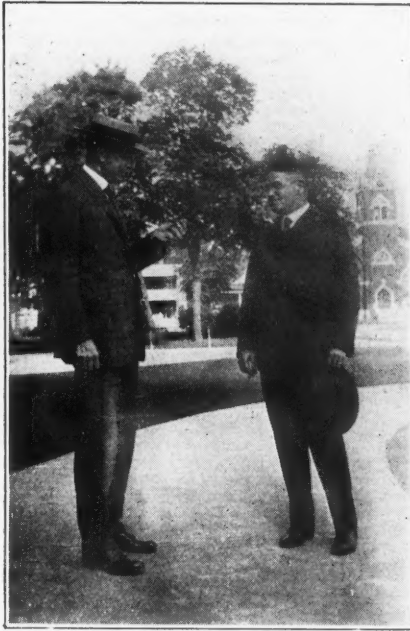
The United Electric Stores, Inc., 947 Sixth Avenue, New York City, is a new incorporation, organized to deal in electrical goods. The new company is capitalized at \$50,000. The incorporators are P. McGeavy, K. R. Schulstrom, and J. W. Flint.



At last we are getting newspaper style into our photographs! Action, left foot forward, right hand out, eyes straight to the front: the kind they caption thusly: "Senator Alcibiades Porousplaster leaving the meeting of the Committee on Molasses Candy, where he stuck up for nation-wide indigestion." Our own hear-he-comes picture we are pleased to title: "C. W. Malcom, vice-president and general manager of the Geyser Electric Company, leaving a meeting of the National Association of American Infants, at which he was tendered a vote of thanks for the production of the popular baby-size electric washing machine."



In spite of the fact that this is a picture of Cecil H. Hurtt, Chicago representative of the Sangamo Electric Company—in spite of that, we reiterate—the picture discourages us. It has crashed our soaring plane of hope in a forced landing on the plowed field of 'Tisn't Done. We relinquish our dream of wearing out our old military britches on the links. They're not this shape!



Frank Beardslee has heard of those trick cigars before. The one J. S. Tritle, St. Louis, Mo., district manager of the Westinghouse Electric & Manufacturing Company, has just handed him may be all right. But Frank's from Missouri, too. In fact, he's secretary of the Missouri Public Utilities Association. Tritle is still hoping for the best.

S. V. Gorge, electrical contractor-dealer of 8416 Eighteenth Avenue, Brooklyn, N. Y., announces that he has resumed business at that address after an absence of a year and a half in the government service. In addition to general electrical work, he will handle electrical household appliances and repair them.

The Labor Saving Appliance Company is the name of a new retail store recently opened in Louisville, Ky., by J. Clifford Lewis and a partner, Mr. Ives. The office and showrooms are at 309 Guthrie Street, Louisville, and the new firm is making a specialty of labor-saving appliances for the home.

The A. E. Heustis Electric Company has an attractive new merchandising store and display room on Main Street, Fitchburg, Mass., for the sale of appliances and supplies.

The Howard Service Company has opened an office at 105 West Fortieth Street, New York City, for the sale of household appliances. Mr. Howard, who was formerly manager of the Western Electric Company's retail store on the ground floor of the same building, has a staff of outside salesmen for his new enterprise.

F. D. Elliott Electric Company announces its opening as a retail store at 26 Market Street, Lockport, N. Y. The firm carries a full line of electrical goods and does repair work of all kinds, specializing in motor and generator work. Mr. Elliott, before starting his new venture, has had six years experience in Colorado with the Colorado Springs Light, Heat & Power Company; three years in Lockport with the Lockport Light, Heat & Power Company; and one year as superintendent of the Norton Laboratories at Lockport.

N. C. Hopkins, 1431 Twenty-third Avenue, Oakland, Cal., is adding floor space of 1500 sq. ft. to his electrical merchandising shop. The added space will be used as an electrical fixture factory.

A. B. Jacoby recently opened an electrical appliance store at 229 South Broad Street, Middletown, Ohio.

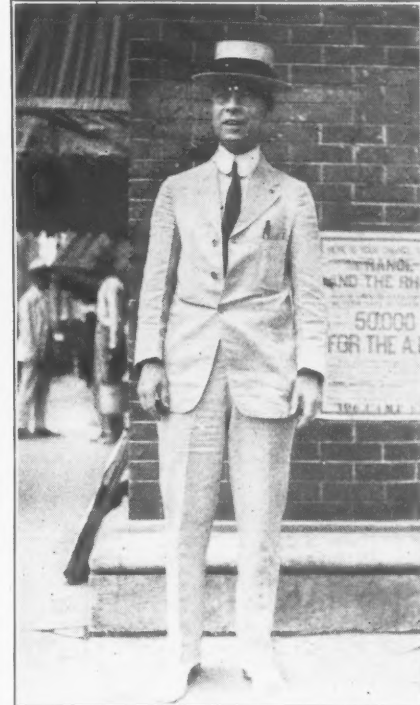
The North Shore Appliance Company, 186 Shirley Avenue, Revere, Mass., was organized recently and has taken over the entire appliance business of the Suburban Gas & Electric Company of Revere and Winthrop. The company operates stores in Winthrop as well as in Revere. Mr. Gardella is manager.

The Craig Electric Company was recently organized to do a retail merchandising business at 10301 Superior Avenue, Cleveland, Ohio. Lighting fixtures, electrical supplies, and all the latest labor-saving devices will be handled. A. M. Harper is manager.

The Delight Utilities Corporation is a new concern handling washing machines and appliances at 3700 West Twenty-sixth Street and 1611 West Fifty-first Street, Chicago.

The American Auto Supply Company, Dover, N. J., is a new concern handling auto and electrical supplies. William F. Burch is president; T. Bassett, treasurer; E. R. Hummer, secretary; John Hummer, vice-president; E. E. Yensel, general manager; and W. E. Shaw, Jr., formerly with the N. J. Light & Power Company, auditor.

E. L. Knight & Company, contractor-dealer of 449 Washington Street, Portland, Ore., announce that F. C. Green has retired from the firm after selling his interest in the business and good-will to E. L. Knight, who will continue the business under the former name at the same address.



We haven't a thing against this picture of George W. Small, manager of the fixture department of the Interstate Electric Company of New Orleans, except that it makes us jealous. Every time we doll up in linen clothes and vanilla ice cream shoes, it rains; or the differential gear family on our car takes the renting problem into its own hands and busts out through the housing; or a mud puddle gets between us and a crosstown car before we see it. But, in spite of envy, we hope George reached home as haberdashingly delightful as you now see him.

L. G. Weinberg has opened a new electrical store at 815 West Lake Street, Minneapolis, Minn., under the name of W. & S. Electric Light Company. Mr. Weinberg is anxious to get in touch with manufacturers of appliances.



"The curse of American business," remarked an advertising man recently, "is the conference. Whenever I want to see my lawyer, dentist, physician, iceman or principal client, I'm told they are at conferences. Last night, when I went home, I found a note from my wife. She was at the women's club—at a conference. And when I went to the back door to get some companionship by feeding the cat, I'll be damned if he wasn't at a conference on the back fence!"

As you can see from the picture, Daniel G. Fisher is a conference in himself. He's assistant to the president of the Dallas Railway Company, Texas Electric Railway, Texas Power & Light Company, Dallas Power & Light Company, besides being vice-president of the Associated Advertising Clubs of the World, "big brother" to every newsboy in Dallas, and editor of the Texas Utility News!

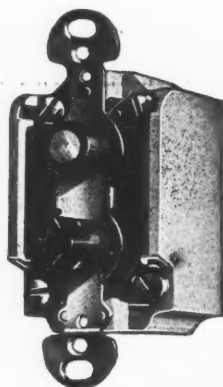
Adjustable Electrolier Push-Button Switch

From *Electrical Merchandising*, Nov., 1919

The adjustable electrolier push-button switch now being made by the Arrow Electric Company of Hartford, Conn., is said to be different from previous types of electrolier switches in that the switch does not have to go through the entire cycle of circuits every time it is operated.

The new switch is nothing more than a single-pole push-button switch. The black button, however, has a double function, for it not only does its regular work in putting the lights out whenever pushed, but can be turned to four rotary positions as desired. By means of it the switch can be adjusted or set on any one of four possible combinations of lights—for example, circuit one, or circuit two, or circuit three, or circuits one, and two and three. It can be operated on that particular circuit by the push buttons as long as desired without bringing in the other circuits.

This switch is made in either two or three circuit combinations, and is equivalent to two or three single-pole switches, for it permits the lighting of the circuits separately or together as desired. It takes the standard switch plates and



boxes and does away with the necessity for gang plates. It allows individual or group control of lights from one point and it saves the necessity of individual switches on each fixture.

Storage-Battery Hand Lantern

From *Electrical Merchandising*, Nov., 1919

An electric hand lantern which resembles the dry-battery type but which instead is equipped with a storage battery that can be charged through an automatic charging panel contained in the lantern has recently been developed by the Steelite Department of the Inland Electric Company of 15 North Franklin Street, Chicago.

The battery, it is claimed, is not harmed if overcharged, undercharged or charged with reversed polarity. It can be charged over and over again by removing the top of the lantern case, setting the charging screw, closing the switch and connecting a direct-current lighting circuit with the charging panel which forms the top of the battery. In this operation no current passes through the lamp.

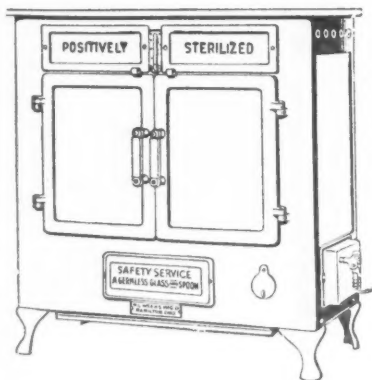
The battery case, which is finished in baked-on mahogany enamel, is of pressed steel and has both a large adjustable bail and a strong handle at its back. A large reflector with a concave-convex bull's-eye directs the rays from the special lamp bulb, the light being controlled by a switch at the back of the lantern.

Electrically Heated Automatic Hot-Air Sterilizer

From *Electrical Merchandising*, Nov., 1919

Automatic sterilizers using electrically heated hot air have been placed on the market by the H. G. Weeks Manufacturing Company of Hamilton, Ohio, in various sizes and styles for use by soda fountains in sterilizing glasses and spoons; by physicians, surgeons and dentists in sterilizing instruments, rubber goods and brushes; by oculists for sterilizing spheres, cylinders, prisms, disks, frames, etc., and for bacteriologists and laboratories.

The finish of velvet nickel and highly-polished trimmings give the sterilizers a pleasing appearance. An electrically lighted display on the sterilizer at the beginning of the operation reads "Safety Service." In about four minutes the sterilizing temperature is reached, as the thermometer indicates; the heating current is cut off, and an upper display is illuminated reading "Positively Sterilized," showing that sterilization is complete. This advertising feature is particularly effective when the machines are installed in soda fountains.



Device for Pulling Fuses from Block

From *Electrical Merchandising*, Nov., 1919



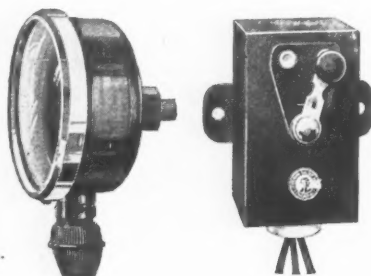
For the removing and replacing of fuses in cut-out blocks, L. M. Mitchell, P. O. Box 470, Waterbury, Conn., has developed and is manufacturing a new type of wood fiber fuse-pulling device. The jaws which grasp the fuses are made of hard fiber, which insures good insulation, and the frame is made of hard wood. The device is placed around the fuse with the handle in such a position that the jaws are open, and when the handle is pulled out the jaws tighten around the fuse and withdraw it from the block.

Transformer Tail Light for Ford Automobiles

From *Electrical Merchandising*, Nov., 1919

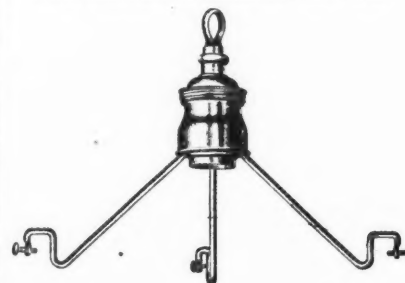
An electric transformer tail light for Ford automobiles which is operated by the waste electric current from the Ford generator and which gives uniform brightness regardless of the engine speed has recently been brought out by the Jefferson Electric Manufacturing Company, 426 Green Street, Chicago.

It consists of a standard tail lamp with a 3-volt 4-cp. bulb and a compact transformer. On the face of the transformer is a double-switch throw which is used to connect the tail light from the magneto circuit to two dry battery cells when the motor is stopped. This change makes no difference in the lamp's intensity, according to the maker, who points out that the same bulb is used for both sources of current. The transformer tail light is equipped with enough rubber-covered wire for installation, which it is said can be done in fifteen minutes.



Three-Arm Bowl Hangers with Screw Clamp Collar

From *Electrical Merchandising*, Nov., 1919



The Plume & Atwood Manufacturing Company of Waterbury, Conn., is producing a three-arm lighting fixture bowl hanger with a screw clamp collar. It is made for 8, 10, 12, 14 and 16-in. glassware.

The arms are said to be perfectly rigid, evenly spaced, and securely riveted to the socket shell which is reinforced to withstand the weight of heavy glassware. The bowl hangers can be readily attached to any standard socket. They are furnished regularly for keyless sockets. Sockets or loops are not furnished.

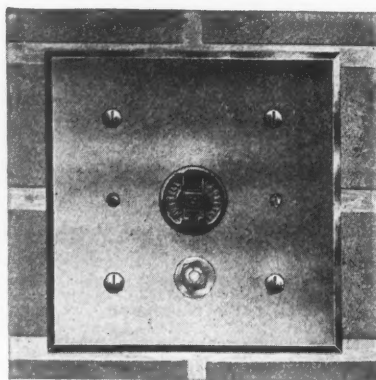
Adjustable Fan-Hanger Outlet

From *Electrical Merchandising*, Nov., 1919

An adjustable combination outlet and electric fan hanger which occupies but little more space than an ordinary flush wall switch is now made by the Frank Adam Electric Company, 904 Pine Street, St. Louis, Mo. The outside covering of the new device is 5 in. square and is made of beveled edge brass $\frac{3}{16}$ in. thick, while the outlet box is of special code steel and measures 4 in. by 4 in. by $2\frac{1}{4}$ in.

Attached to the cover plate at its lower side is a $\frac{1}{4}$ -in. steel threaded bolt, with nut and washer for attaching the fan. The simple operation of unscrewing this nut allows the fan to be hung or taken down in a minute, as the occasion demands.

The inside covering permits adjusting the outside cover plate to plumb. This is done by loosening four screws, and turning the inside adjustable plate until straight. In the center of the outside or finish cover is a standard flush receptacle to receive the standard interchangeable plug of the fan. These hanger outlets are obtainable with the cover finished in brush-brass or black.



Combined Solder and Flux Stick

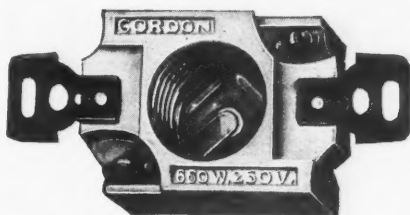
From *Electrical Merchandising*, Nov., 1919

Hess & Son of 2910 North Sixteenth Street, Philadelphia, have recently placed on the market their "Tinol" tinning stick which combines a solder and a flux. When the stick begins to melt it deposits a film of tin which enables the solder to adhere and flow over the surface. Thus the surface to be soldered is not only fluxed but is tinned at the same time. This tinning stick can also be used for tinning all kinds of metal surfaces without the use of solder. The flux, it is said, can be used on all metals without any danger of corrosion. The stick is 5 in. long and is wrapped in tinfoil.

Screw-Plug Flush Receptacle

From *Electrical Merchandising*, Nov., 1919

In connection with its No. 600 screw-plug flush receptacle, which has just been approved by the Underwriters' Laboratories, the Gordon Electric Manufacturing Company of Waterville, Conn., calls particular attention to the original method of assembling the screw shell and also of getting the direct connection from the screw shell to the screw-shell terminal. This construction requires no connectors of any kind, as the current is carried directly to the terminal connection. This is declared to prevent any possibility of a poor connection or possible "shorting" of the receptacle due to loose connectors or parts. The heavy-weight solid-brass plates supplied with these receptacles are also a feature.



Electric-Candle Christmas Tree Outfit

From *Electrical Merchandising*, Nov., 1919

Improved Christmas-tree electric-lighting outfits using Mazda-lamp bulbs mounted on candle-like cylinders are now being made by the Import Sales Company, 27 West Twentieth Street, New York City, in eight, sixteen, twenty-four and thirty-two-light sets. A feature of the new outfits is the spring clips which hold the candles in an upright position and grip the branches of the tree so securely that there is said to be no danger of them being dislodged.

Wireless Sending Outfit

From *Electrical Merchandising*, Nov., 1919

For use by radio amateurs the Thordarson Electric Manufacturing Company, 501 South Jefferson Street, Chicago, has put on the market a complete transmitting set for short-wave radiotelegraphy with a maximum closed oscillatory circuit wave length of 450 meters. The 1-kva. 25,000-volt wireless transformer is entirely air cooled. It embodies the principle of the double magnetic circuit, one magnetic circuit being variable to give regulation of voltage, capacity, and reactance. The core is made of 0.008 in. silicon steel, laminated. Liberal design, high factor of safety, and best of materials permit operating efficiency of 92 per cent. The transformers are designed to be connected direct to a source of alternating current. No impedance or choke coil is necessary.

When the maximum turns on the primary are used with the condenser having a capacity of 0.009 microfarads, the wave meter shows a reading of 385 meters. The rotor of the electrodes is made of 1/8-in. hard aluminum, 8 in. in diameter. The center disk is phenol fiber. Tests with the rotor of sixteen teeth, on a motor driven at 1000 r.p.m. to 1500 r.p.m., are said to produce a low note with carrying quality.

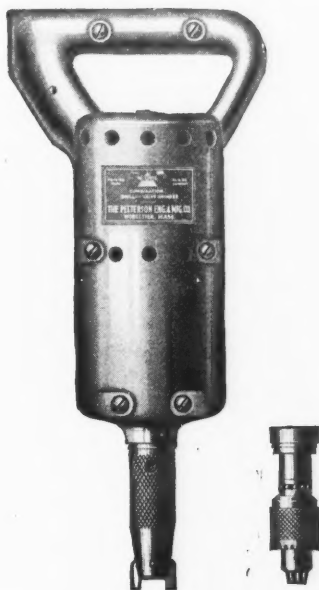
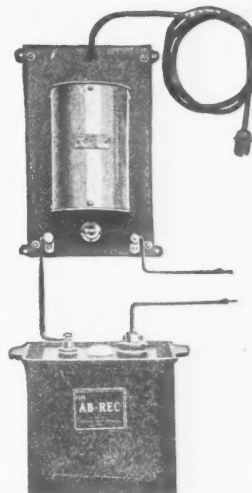
Electrolytic Rectifier for Battery Charging

From *Electrical Merchandising*, Nov., 1919

An outstanding advantage of the "Ab-rec" storage-battery charging rectifier, pointed out by its maker, the American Battery Company, 1132 Fulton Street, Chicago, is that without any change it can be operated on any alternating-current circuit of from 50 to 125 volts with any frequency, including 25 and as high as 140.

The rectifier, which is of the electrolytic type, charges 6, 8, 12, 18 or 20-volt batteries. It is automatic in operation, since there are no regulating appliances. Neither does it have any moving parts, magnets, or bulbs to burn out. The two small electrodes, which are gradually consumed, and the fluid are the only parts of the rectifier, the maker states, which have to be renewed. The fluid is made by dissolving a powder in pure water.

When charging a 6-volt battery the rectifier passes into it a current of 2 amp., and when charging a higher voltage battery the current is somewhat less. A discharged lead battery of any ordinary ampere-hour capacity may be recharged over night, it is claimed, while one of large capacity requires a longer period.



Combination Drill and Valve Grinder

From *Electrical Merchandising*, Nov., 1919

Grinding valves and drilling are both accomplished by the "Bilt-Rite" combination electric drill and valve grinder which is now being produced by the Bilt-Rite Products Company and marketed through the Fairbanks Company, Broome and Lafayette Streets, New York City.

Without any complication and with great quickness it is said that a change can be made from one operation to the other, giving the back and forth motion for valve grinding and the speedy rotary motion for drilling, neither operation interfering with the other. No screws, clutch or other special mechanisms are necessary.

The new tool can be furnished for operation on 32, 110, 220 or 250 volts. It is 13 in. long and weighs 6 lb. This company also furnishes separate electrically driven tools for valve grinding and drilling.



Time Lock Switch for Automobile Electrical Systems

From *Electrical Merchandising*, Nov., 1919

The lights of an automobile can be automatically turned on at any predetermined time within twelve hours through the use of the auto time lock switch recently developed by the Philips Time Switch Company of Shelton, Conn. Also the circuit in either magneto or distributor type ignition systems can be broken and then closed at any desired time during twelve hours by this switch. The first-named function of the switch makes it possible for an autoist to leave his car in the street and have the lights automatically turned on before dark thereby avoiding any chances of being summoned by the police for not having his auto lamps lit at the proper time. Because the ignition current is controlled by the switch a driver may leave his car, after setting the switch to close the circuit at the time he plans to return, with the assurance that in his absence no one will be able to steal the automobile or "borrow" it for a joy ride.

The new time lock switch can be installed on any model automobile and is made in flush dashboard and off-set types, finished in either nickel or black.

Storage-Battery Cell Tester

From *Electrical Merchandising*, Nov., 1919

For testing each cell of a storage battery individually and under full load the H. B. Shontz Company, 157 West Fifty-fourth Street, New York City, has developed the "Shuro" storage-battery service tool. It indicates the number of amperes which each cell delivers and the voltage, on a double-reading meter with a single rotating indicator. When a cell is "strong" a bulb on the tester burns brightly, when it is "weak" the light is dim and when the cell is "dead" the bulb does not glow at all.

The tester is operated by placing its pointed legs on the posts of the cell. It can be held in any position, being neither positive or negative. The volt-ammeter is mounted in a position by which it can be easily read and amply protected.

Vapor-Proof Reflector Globe

From *Electrical Merchandising*, Nov., 1919

In the past, the Holophane Glass Company of 340 Madison Avenue, New York City, points out, vapor-proof lighting fittings have been equipped with clear-glass globes, and in order to obtain an efficient lighting unit it has been necessary to place a reflector over the glass globe. To make such practice unnecessary this company has designed a combined vapor-proof globe and reflector by using a prismatic construction.

The reflecting prisms are on the upper portion of the globe to redirect the light downward, while the refracting and diffusing prisms are on the lower surface to distribute the light in different directions in the desired proportions so that the resulting illumination on the work will be uniform. Tests show, the maker declares, that the new vapor-proof reflector globe gives illumination 75 per cent. over that given by an ordinary clear vapor-proof globe.

These vapor-proof reflector globes are made for the 40-watt and 60-watt type B lamps and for the 75, 100, and 150-watt type C lamps. They may be used in connection with the standard vapor-proof fittings now on the market, including those having the standard navy thread.

New Retail Electrical Stores

(Continued from page 264)

More Retail Electrical Stores for Texas

"They come in bunches"—Texas, at any rate, is finding it so. New electrical stores, in fact, are springing up so fast in these booming days of peace that we find it hard to keep up with them. Here, however, are a few of the new stores which answered the call in Texas:

E. A. Born & Son, Corpus Christi, has a new electrical store and display room.

Clarke Electric Company, Houston, has an office but no store as yet.

Vernon Electric Company, Vernon. Olin Turner is the name of the manager.

Clarksville Battery & Electric Company, Clarksville. Collins & Moore of Paris, Tex., are the owners. James H. Hall is manager.

Bonham Battery & Electric Company, Bonham, Tex. Collins & Moore of Paris, Tex., are the owners. This store has a good location, and plans to put in a complete stock after the building is fitted up.

Ever Ready Electric Company, Wichita Falls, recently opened its new store.

Citizens Electric Company, 1308 Lamar Avenue, Wichita Falls. Rust & Abright are the proprietors.

Rogers & Demman, Hillsboro. The partners are both young men, and have a stock of about \$1,000.

Poindexter & Esselman, Waxahachie—another new retail store.

New Dealers Find Oklahoma Good Field

Oklahoma, too, reports many electrical men pulling with the flood-tide of success—dealers who are enlarging their present establishments, or new men starting new firms. Here are a few of them:

Empire Electric Company, 410 West Main Street, Oklahoma City. L. B. Stark is manager.

Detwiler-Kellam Electric Company, 206 North Harvey Street, Oklahoma City. W. W. Kellam is manager.

Aurelius-Swanson Electric Company, 208 North Harvey Street, Oklahoma City. Mr. Gattis is manager, and the firm does wiring and installs fixtures in homes built by the Aurelius-Swanson Home Builders.

Burkhart Electric Company, Oklahoma City. Q. E. Burkhart is manager, and the firm specializes in fixtures and appliances.

Capitol Electric Company, 224 W. C. Avenue, Capitol Hill, Oklahoma City.

Bannister Electric Company, El Reno. A. W. Bannister is the proprietor. The firm does a motor repair and house-wiring business, and carries a small stock.

E. W. Crawle & Company, Norman, Okla. This is a contractor-dealer firm, and is the only store of the kind in the town.



If you've ever had three bean plants come up in the place where you deposited two seeds, or if you've overhauled your car and found it ran better than when it was new, you know how Jack Cross of the G. F. Division of the Edison Appliance Company in Chicago feels about his ad in ELECTRICAL MERCHANDISING.

The Electrifier Shop is the name of a new contractor-dealer firm at 9 East State Street, Trenton, N. J. The company carries a complete stock of lighting fixtures, besides conducting a contracting business.

The W. B. Perry Electric Company, Inc., electrical contracting firm, recently moved to new quarters at 194 Livingston Street, Brooklyn, N. Y. In addition to contracting, the company will engage in retail merchandising.

Gleason & Smith Company, electrical contractor of 241 Franklin Street, Boston, Mass., has announced the dissolution of the partnership, although the company will continue to exist until all accounts payable and receivable are liquidated. Walter D. Smith will operate a similar business at 50 Pearl Street. John L. Gleason will remain at the Franklin Street address, doing business as J. L. Gleason & Company.

Matchless Electric Company, electrical dealer, formerly of 608 South

Dearborn Street, Chicago, Ill., has moved to 143 West Austin Avenue, Chicago.

Harry Cantor recently opened a new store at 1558 St. Marks Avenue, Brooklyn, N. Y., where, besides contracting, he intends to handle fixtures and household appliances.

H. Hofener, contractor-dealer, recently went into business at 477 Seventy-sixth Street, Brooklyn, where he has a store and office. He is handling a line of household appliances.

William J. Galvin is proprietor of a new electrical retail store and office at 480 Seventy-ninth Street, Brooklyn, N. Y. Besides general contracting, Mr. Galvin reports good progress in his appliance sales.

John Thompson is another new Brooklyn electrical contractor-dealer. He recently opened a store and office at 482 Seventy-seventh Street, Brooklyn. Besides handling appliances he specializes in burglar alarm systems.

The Smith-McCoy Electrical Company of Portland, Ore., has leased the storeroom at 104 Fifth Street for a six-year period, and has remodeled it to accommodate a complete line of electrical goods. A mezzanine floor will be used for the demonstration of electric washing machines, irons, vacuum cleaners, etc. A. E. McCoy, owner and manager, will continue to operate the store at 571 Washington Street.

The 1900 Electric Washer Company, which recently opened a store at 244 South High Street, Columbus, Ohio, is the only shop in that city devoted exclusively to the sale of electric washing machines. The firm is specializing in the distribution of the 1900 Cataract washer. F. P. Boyland is president and general manager.

Robert W. Larson, for a number of years superintendent and part owner of the M. J. Walsh Electric Company, Portland, Ore., has disposed of his interest in that company, and will conduct an electrical contracting business for himself. Offices have been opened at 608 McKay Building.

The American Brass & Electric Supply Company is a new concern which has just opened a large wholesale establishment at 2463 Atlantic Avenue, Brooklyn, N. Y. The proprietors are S. Feltman and I. Weill. This firm will do a jobbing business in electrical supplies, specializing in lighting fixtures.

F. H. Van Gorder, according to a recent announcement of the Western Electric Company, has been appointed manager of the Newark store of the company. Mr. Van Gorder joined the Western Electric Company in 1907 as a salesman with the company's Chicago house. In 1914 he was made sales manager of the Detroit store. In 1918 he was appointed power apparatus specialist at the New York office, which position he held until his recent promotion.

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ON THE WIRE WITH THE EDITORS



New York Printers Return to Work

THE printers in New York have returned. The strike is broken. Sane thinking among the members of the craft has won its combat against radical thinking. The men come back with the realization that the strike method fostered by the extreme ideas of their local leaders is a failure.

It has been impossible for the McGraw-Hill Company to take back its papers at once into the print shop. The tremendous detail involved in reorganizing will be recognized when it is stated that each week it is necessary to compose and print for all the papers together approximately 2000 pages of text and advertising. This issue of ELECTRICAL MERCHANDISING is printed in York, Pa., as were the two preceding issues.

Public Policy and Appliances

ALREADY—if we sense the drift of opinion in certain committee meetings of central station men—a few of the more progressive utility managers and bankers are beginning instinctively to feel the public-policy side of the appliance business.

To the fore, right now, is the economic question of domestic appliances as a substitute for servants. In fact, this question is today more important from the householder's point of view than even the question of lighting. Since the central station must now justify to the public its right as a monopoly, the best justification hinges entirely on service. If today there were washing machines, vacuum cleaners, dish washers and other appliances in every electrically lighted home in America, the central stations would be in a much stronger position as far as the general public is concerned.

And to hold the friendship of the public, the central station must make friends with its local dealers. These dealers

are in constant contact with the public, and are a first line of defense for the lighting company. It is, therefore, essential for every electric lighting company to co-ordinate and promote the activities of the local electrical dealers, for there is a real and very vital relation between local appliance business and public policy, and the central station manager whose chief concern is the latter can well afford to go into his own appliance policies critically, if only from a public-policy standpoint.

Handle Rapidly to Make a Profit

THE farm electric plant business has something in common with the automobile specialty business, in that investments in materials and manufactured stocks must be handled rapidly if profit is to be made. For instance, if some bright inventor with merchandising instinct puts out a Ford accelerator he will expect to "clean up" on his business in the first year, because if the device is in demand the Ford of next year's model may reach the consumer with an accelerator attached. Thus the market is either killed entirely or at least greatly curtailed.

In the farm-plant business the central station power line may be looked upon as the agency that will ultimately curtail the market for isolated plants. This may not happen within five years or ten years. Nevertheless, it is pretty sure to happen. The wise farm plant manufacturer therefore is the one who, foreseeing this condition, springs into big output as rapidly as possible. By this means he can do like the automobile accessory manufacturer. He can make his investment, turn his capital rapidly and make a profit before the power line becomes a serious competitor in a quantitative sense. And by that time he will have found a new electric appliance field to invade so that his plant will not stand idle.

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ELECTRICAL MERCHANDISING

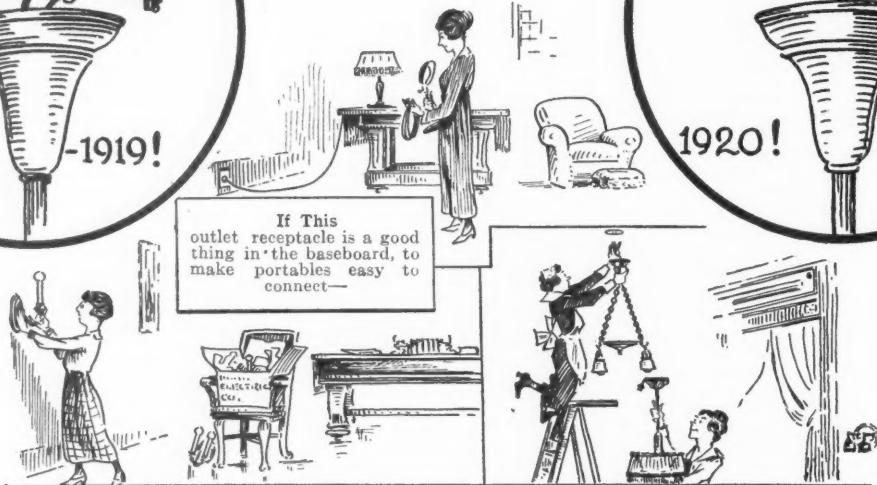
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"DO IT ELECTRICALLY"

"Electrical Merchandising" Proposes Standard Plug Connections for Fixtures



WHY NOT?



If This outlet receptacle is a good thing in the baseboard, to make portables easy to connect—

Why Not This in the side walls to permit changing bracket fixtures when the customer wants new ones? Why not "hang a fixture like a picture?"

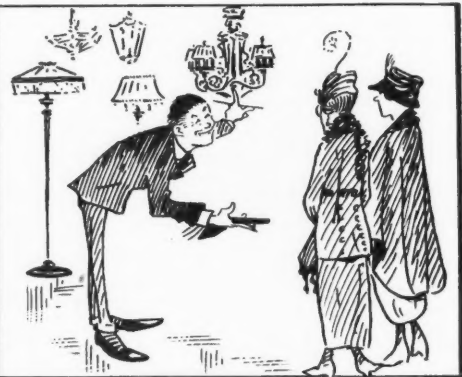
And Also This? Why not push-plug receptacles in the ceiling, so that "lighting furniture" can be changed to harmonize with the rest of the furniture and decorations?



The Manufacturer and the Jobber will be Pleased—because such construction will give them a new line of outlet receptacles to sell—one for each of the four million new fixtures being hung yearly.



The Contractor will be Pleased—because this will enable him to do a better job, to make a profit on the new item, to save material and labor, and to finish his work at one time.



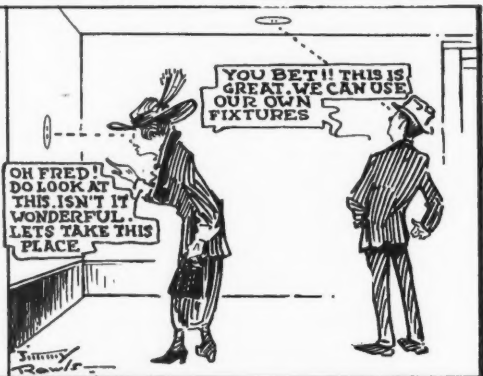
The Fixture-dealer will be Pleased—because it will simplify his labor problem and he will be able to sell "style fixtures"—real lighting furniture that anyone can install—bringing him more sales.



The Electrical Inspector will be Pleased—because an approved plug construction will eliminate the one "bad spot" in modern wiring—replacing it with a workmanlike, safe and finished connection, requiring no soldering or taping, and one which the inspector will not have to tear open to see if the joint is really soldered!



The Landlord and Builder will be Pleased—because they will not necessarily have to equip their houses or apartments with fixtures—letting the tenant or purchaser bring his own "lighting furniture," along with his beds and bureaus.



The Family that Rents or Buys the House will be Pleased—because they will not have to endure fixtures they do not like. This new plan will automatically encourage them to buy fixtures to suit their tastes and to change them as often as they like.

NOTE.—The sketch in the upper right-hand corner suggests the finished appearance which such a fixture outlet-receptacle might have—when the fixture is not in place. Only the flush face-plate need show, unobtrusively—with its two small parallel slots for the contact prongs of the fixture plug. The mechanical problem of supporting the fixture is easily cared for by a threaded recess or by three small threaded holes around the rim to take the screws for holding the crow's foot of the fixture. Such a plate, painted a neutral tint with

the walls, would not be objectionable in appearance, even if the fixture itself were not put up until long afterward. Of course, when the fixture canopy is in place, the face-plate, plug and all are completely concealed.

So far as Electrical Merchandising knows, no device or fitting like the above is now on the market. But here is a suggestion which wide-awake manufacturers are invited to develop and improve on, and to make available for the trade.